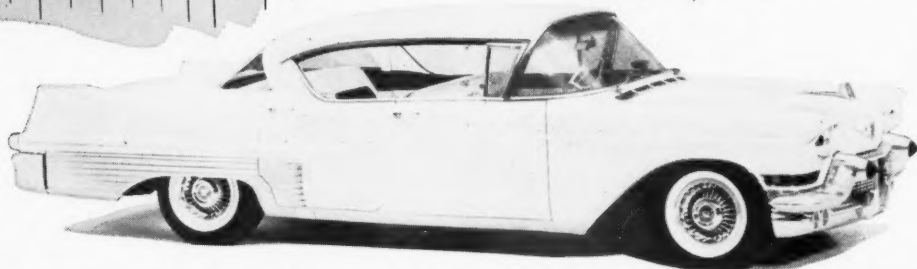




Dallas

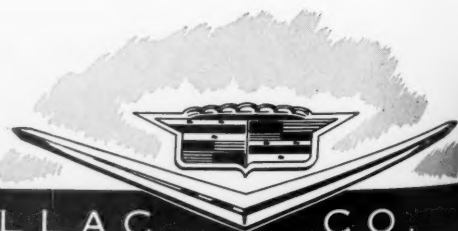
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Dallas *Pioneers*



Established

1869 The Schoellkopf Company
Manufacturers and Wholesale Distributors

1872 Dallas Transit Company
Street Railway

1874 Bolanz & W. C. (Dub) Miller
Real Estate and Insurance

1875 First National Bank in Dallas
Banking

1875 Dallas Transfer & Term. Whse. Co.
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1876 Trezevant & Cochran
Insurance Managers

1879 Textlite, Inc.
Manufacturers of Porcelain Enamel and Plastic Products for the Sign and Building Industries

1884 The Dorsey Company
Printers — Lithographers Stationers — Office Furniture

1885 Mosher Steel Company
Structural Reinforcing Steel and Machinery Repairs

1890 William S. Henson, Inc.
Advertising Printing

1893 Oriental Laundry and Cleaners
Floor Laundering, Cleaning, and Fur Storage



THIS Elm Street Scene, looking West from Akard in the early nineties, contrasts sharply with glamorous "Christmas Tree Lane" of the present day. The tempo of Dallas life that era was geared to the profusion of horse drawn buggies and buckboards shown on the street. Two prominent Dallas insurance figures of that period, T. J. Trezevant and Sam P. Cochran, were operating Dallas' first insurance management firm in that neighborhood. Organized in 1876 as Dargan & Trezevant, this firm was quartered for many years in the same building with George Detxer's Insurance Agency, another Dallas first. The firm of Trezevant & Cochran has often been called the "cradle of Dallas insurance executives" because of the large number of men associated with the company who later went on to high positions in the insurance field. In 1915, J. O. (Doc) Smith, the present head of the firm, joined the organization. In 1934, Mr. Smith became a full partner and in 1947 he and his son, J. O. Smith, Jr., assumed ownership of the business. Now in its eightieth anniversary year the firm of Trezevant & Cochran has bridged the gap from the time Dallas was a small western town to its present position as one of the four leading insurance centers of the nation.

Business Confidence Built on Years of Service

Old firms like old friends demonstrate their worth by dependable service through long periods of prosperity and adversity. The Dallas business pioneers listed on this page have progressed with the city they have helped to build. Their long and successful operations point up to the economic power and stability of the community. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

Established

1893 Sparkman-Brown Inc. Morticians
Originally, Loudermil, Broussard and Miller

1898 Etheridge Printing Company
Printing, Lithography, Engraving Office Supplies

1900 John Deere Plow Company
Agricultural Implements

1900 The Murray Company of Texas, Inc.
Carver Cotton Gin Division 1901
Boston Gear Works Division 1902
Industrial Supply Division 1903

1902 Hunter-Hayes Elevator Co.
Passenger, Freight and Home Elevators

1903 Smith's Detective Agency
Burglar Alarm, Fire Alarm Radio Patrol Service

1904 T. A. Manning & Sons
Insurance Managers Fire — Casualty

1906 Hesso Envelope Company
Manufacturers of Envelopes and Pile Folders

1910 Moser Co. Realtors
Industrial and Commercial Leases and Sales

1914 Texas Employers Insurance Association
Workmen's Compensation Insurance

CONTENTS THIS MONTH

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	Page
Washington Report	7
A Century of Christmas In Dallas	8
Cotton Bowl Classic: Game History In The Making	10
University of Dallas Dedicated By Cardinal	12
The Executive's Weapon: A Seal	14
DALLAS' 1956 Series Traces Century of City Building	20
Annual Goal Within Membership Reach	22
Women In Business	37
Young Men Going Places	47
Advertisers Index	64
Pioneer Pages	4, 65

Dallas

VOLUME 38

NUMBER 12

DECEMBER

1956

ESTABLISHED IN 1922

BY THE DALLAS CHAMBER OF COMMERCE IN THE INTEREST OF DALLAS AND THE SOUTHWEST

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*"Why don't you give the First in Dallas
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Thunder on the Left

THE Ship of State, as represented by the legislative branch of the government, at any rate, will encounter some rough political seas at the outset of its voyage into 1957. The first session of the 85th Congress, the first in more than a hundred years to be controlled by a party other than that of the presidency, will bask in the usual beneficence of a post-holiday mood when it first convenes, but shortly thereafter it can be expected to plunge into the turbulent waters of sharp and bitter controversy.



DALE MILLER

Curiously enough, this developing controversy does not represent a conflict between the Democratic Congress and the Republican Administration, as might ordinarily be anticipated; it represents, instead, an intramural struggle within the Democratic Party, a struggle initiated by the dissident liberals of the party for the purpose of wresting political leadership from the moderate forces of Rayburn and Johnson on Capitol Hill. There will be ample occasions during the four years when the Democratic Congress and the Republican Administration will square off against each other on political issues, but the first internecine battle will likely pit Democratic factions against each other in a significant struggle for power.

The storm signals were set flying late in November. Speaker Rayburn and Majority Leader Johnson had issued restrained statements in response to inquiries from commentators and reporters as to the Democratic program to be followed during the 85th Congress, stating that a precise position would not be taken in advance but would develop in an orderly manner after the President's program had been enunciated in his early messages to Congress. Ordinarily, such a statement from the acknowledged leadership on the

Hill would have been accepted as gospel by the party membership; but in this instance a phalanx of liberal forces, spearheaded by six Democratic Senators from the North and West, abruptly took issue with the policy of moderation, and served notice that they would fight for a specific liberal program.

This "Democratic declaration for 1957" was offered by the familiar floradora sextet of the liberal line, Humphrey of Minnesota, Douglas of Illinois, McNamara of Michigan, Murray of Montana, and Morse and Neuberger of Oregon. Their declaration, (which Southerners may come to regard wryly as the Northern Manifesto) demanded action on sixteen domestic legislative points, encompassing civil rights, immigration and refugees, aid to education and school construction, farm policy, natural resources, housing and urban redevelopment, social security, health, depressed areas, labor, peacetime use of atomic energy, taxes, clean elections, veterans, statehood for Hawaii and Alaska, and—most significantly—the Senate cloture rule.

The details of the program were more or less spelled out by the manifesto, but the least said about them the better. Except for an occasional merit that might be detected here and there, the program as a whole is a gilded wrap-up of extravagancies, a fat and indigestible slice of pie in the sky. But the fact that the liberal forces are marshalling their strength to commit the Democratic Party to their course compels the attention of the American people to the struggle immediately ahead.

Though the challenge took shape in the manifesto of late November, it has been long in the making. It was clearly discernible prior to the Democratic convention last summer when the liberal forces solidified behind Governor Harriman in an effort to capture control of the party. On this page in the July issue of DALLAS, prior to the convention, it was pointed out that: "The strategy of the Harriman forces

is to convince not only the professionals but the rank-and-file of the party that a candidate and platform identified with moderation would prove suicidal. They argue that the President's own program of moderation would effectively neutralize any such Democratic campaign, and that, moreover, to pit a loser against his conqueror a second time would not only invite immediate disaster, but would lead to a general disintegration of the party thereafter. The contention is that only an extremist campaign would win, a campaign of ultra-liberalism in striking contrast at every point to the more conservative Republican program."

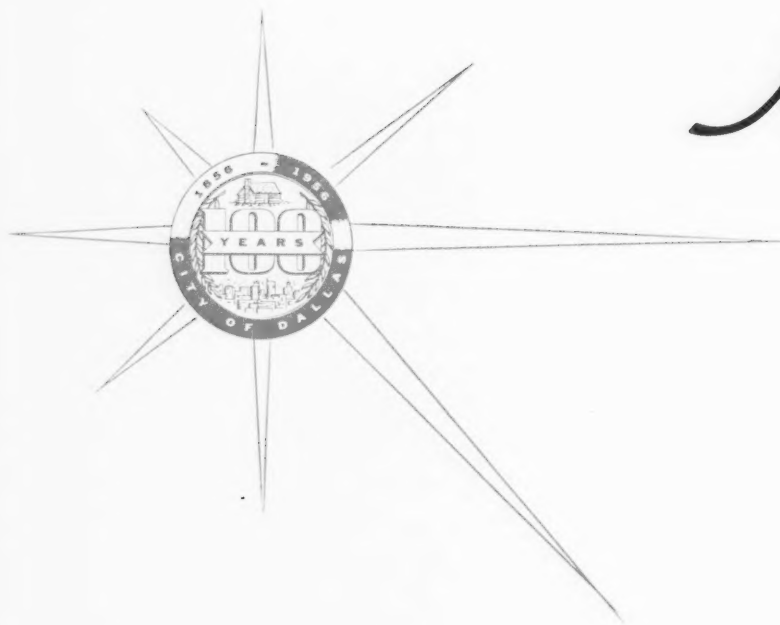
The subsequent defeat of Governor Stevenson, and by a larger margin than prevailed four years ago, has provided nourishment for the hunger of the liberals for political power—though they conveniently ignore the corollary significance of the November elections which endorsed the moderate policies of the Rayburn-Johnson leadership by electing the first Democratic Congress ever to win office with a Republican presidential candidate. In any event, they are making their move, determined to mold the Democratic Party into the image of their political philosophy and to assert control of its destiny.

The first, and perhaps decisive, battle is scheduled to take place as soon as the gavel falls to convene the new Congress on January 3rd. At that time the liberal forces are expected to attack the vital Rule 22 of Senate procedure, the rule which provides that cloture can be imposed on Senate debate only by the vote

The Northern Manifesto: Liberals marshal forces in drive for control of Democratic Party.

of 64 Senators. This is the rule which has enabled the more conservative elements of the Senate to resist, through virtually unlimited debate, the passage of inimical legislation. The liberal forces are fully aware that their drive for the enactment of controversial legislation will be heavily impeded in the future if this roadblock is not demolished at the start.

Rule 22 seems likely, at this writing, to survive this formidable assault, though political alignments on issues which cross party lines are difficult to predict so early in a session; but, whatever the outcome, the episode itself will focus attention on the struggle between the liberal and moderate forces for control of the Democratic Party, which will probably gain momentum in the months and years ahead.



A Century of

By John Mashek

CHRISTMAS celebrations in Dallas, like the growth of the city itself, have mushroomed to the point where our founding fathers would be astounded.

The accent is on bigness — be it trees, toys, menus or family gatherings.

However, one thing hasn't changed a bit — the eager anticipation by young and old alike of the Yule season and its spirit of recalling the birth of Christ, the joy of heart and the comradery of friends.

Tracing Christmas back to Dallas' early days is difficult. There are no recorded celebrations in the late 1830's when John Neely Bryan picked the present site as home. When the French colony moved into the city in the 1840's, it's likely that December 25 slipped by without notice. Records of the Dallas Historical Society indicate that the colonists were anti-religious satirists. Several anti-Biblical sketches and drawings found by historians have been attributed to them.

The first Christmas celebration vividly recorded in Dallas was in 1874 by E. G. Eisenlohr, who lives now at 324 Eads. Eisenlohr, whose father opened a drug store on Main and Akard, believes that his family had one of the city's first Christmas

trees. He's likely correct since several sources say that Christmas trees were uncommon in Texas before 1870 and families would travel "many miles just to see one."

Eisenlohr, just four years old at the time, recalls that the tree was covered with tinsel, glass decorations and candle holders ordered especially from the East.

"All the houses of main street (Commerce) were on stilts and the children in the neighborhood gathered to look at the tree," Eisenlohr recalled.

He said children received wooden toys — a far cry from today's automation age with the complex electric trains and do-everything dolls.

But even the toys took a back seat to the tree with its strings of ribbon that "radiated with light," Eisenlohr said.

"Housewives would spend days cooking toothsome *nurnberger* and *lebkuchen* cookies glazed with sugar icing. Hand-carved molds were used in preparing cakes which were then propped up on the tree, lending a touch of majesty," Eisenlohr's account went on.

The excited child, whose behavior like in 1956 was strangely angelic in December, was kept out of the living room for two to three days before Christmas. He was told that "Kris Kringle is in there decorating the tree and sorting toys for good boys and girls."

Another piece of history recording Christmas celebrations was an 1876 menu of the plush Lamar House, located at 712 Main. The dishes offered didn't vary much from what you'd expect to find today in a Dallas restaurant — turkey, ham, chicken or wild goose for the main course with trimmings of cranberry jelly, a vegetable salad, seasonal pastries and a choice of beverage.

In 1885, a Dallasite wrote that turkey cost to 60 to 70 cents each (per pound) and whiskey was \$1.35 and Scotch \$5 a gallon (not fifth). The gifts for father were vest chains, diamond collar buttons or gold toothpicks; Mother's choices were thimbles, bowls and, of course, new fashions in dress. The children wanted Santa

History of Christmas in Dallas

to bring tin whistles, horns, drums (noise was popular), building blocks and nickel banks.

In those days, Christmas just wasn't a holiday without firecrackers. There was so much trouble that a city law was passed levying a \$5 fine against any "person shooting firecrackers in the commercial district."

After the turn of the century, reports show that Christmas took on a new meaning as charity programs for the underprivileged and needy began. At first, it was simply a circulation of baskets by church groups and the resulting food and gifts were distributed on Christmas Eve. That gave the first impetus to work of the churches and the city's many charitable organizations today who make sure none is forgotten on the year's most important day.

This era also brought on the Christmas choral groups (church-inspired) who made trips through the downtown and residential districts, singing Christ's praises. This is one of many customs that has been retained through 1956.

Of course, other customs have changed. Up to 1920, gifts under the tree were left out in the open on Christmas Eve. Today they are wrapped with fancy paper and placed under the tree weeks before Christmas, adding mystery to the child's celebration.

Also, tree ornaments were confined to strings of popcorn and berries along with some tinsel and a scattering of oranges under the tree. Today, the Douglas firs and Balsam firs are adorned with colorful lights, shiny balls of every size and shape and the traditional star or angel on the tree-top.

Gifts of the gay 90's as compared to today were vividly illustrated in a Dallas Historical Society display in 1952.

It showed the old surrey with the fringe on top for Sis who today looks for the plush doll buggy in its stead. Brother had his choice of the wooden fire wagon or truck where a Space Cadet gun or Jet plane is No. 1 on the list now. And there

are now choices of children's games that even challenge Mom and Dad's intelligence.

Another "first" in Dallas Christmases was the decorating of the downtown district and Santa Claus parades starting in the late 30's. At first the decorations were relatively simple where today the commercial district comes alive with color shortly after Thanksgiving.

Now, how about the foreigner who has settled in Dallas — has he retained his old-country customs or stepped into the American tradition?

Wislaw Klobukowski of 4719 Amherst, recently naturalized a U. S. citizen, says his family still keeps the Polish custom of putting a little hay under the table cloth on Christmas Eve. This is to symbolize the stable where Christ was born.

"Christmas Eve is our most important day — that's when we open our gifts, sing carols and eat a fish dinner," Klobukowski said.

Mrs. Charlotte Foerster of 5431 Mercedes said her family still follows the German tradition of lighting candles on the tree.

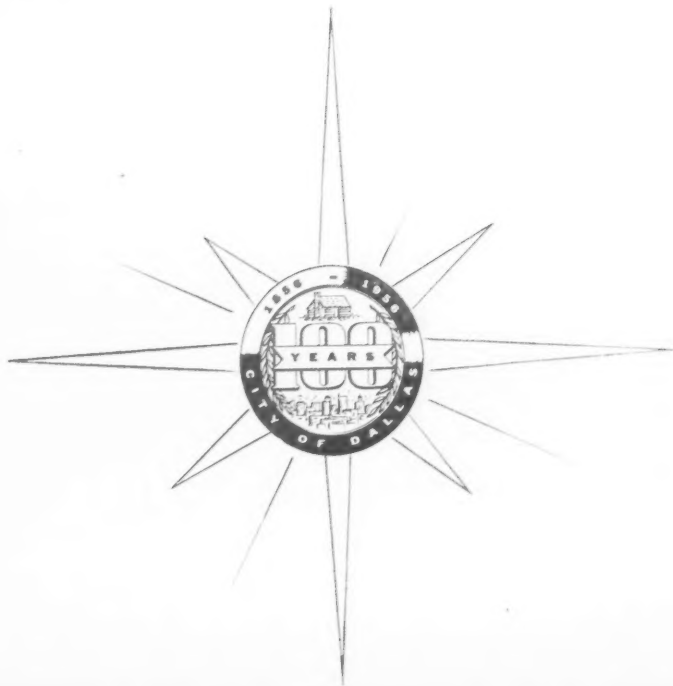
"Other than that — we celebrate the American way," she said.

Michael Zarifopolous of 3001 Swiss said the Greeks still have their big festival on New Year's Eve. The oldest member of the family plays host to a big gathering where songs are sung and special Greek dishes are cooked.

Mrs. Walter Smith of 7035 South Ridge said that most Scots have fallen into line with the American way but some still celebrate the old-country holiday on New Year's Eve.

Christmas, that season when all hearts are young and happiness prevails, may take on different meanings in Dallas. But, in 1956, the same theme that was voiced on the first Christmas Eve is echoed:

"Peace on earth, good will toward men."



The Cotton Bowl Classic: G

THE Cotton Bowl has come a long way since the first game between Texas Christian University and Marquette on January 1, 1937 (TCU won 16-6.) Since that gray, cloudy afternoon the bowl's growth has been remarkably smooth and progressive.

Annually the big bowl game is sponsored by The Southwest Conference and this leadership has made the classic a model for all bowl games. In all of the 25 straight sell-out games, no student at a participating school has ever failed to get a ticket, since student seating blocs draw first priority.

The Cotton Bowl gets more press coverage for Dallas than any other event. The game is telecast and broadcast coast-to-coast over the NBC networks so that millions may see and hear the game. In addition wire service representatives and special correspondents send reports of the game to magazines and to every daily newspaper in the nation. And some 75,000 football fans flock into the Cotton Bowl to see personally football at its best.

On January 1, Texas Christian University, host team for the Southwest Conference meets Syracuse, winner of the Lambert trophy which is symbolic of football supremacy in the East. And from the looks of things, this will be a bang-up

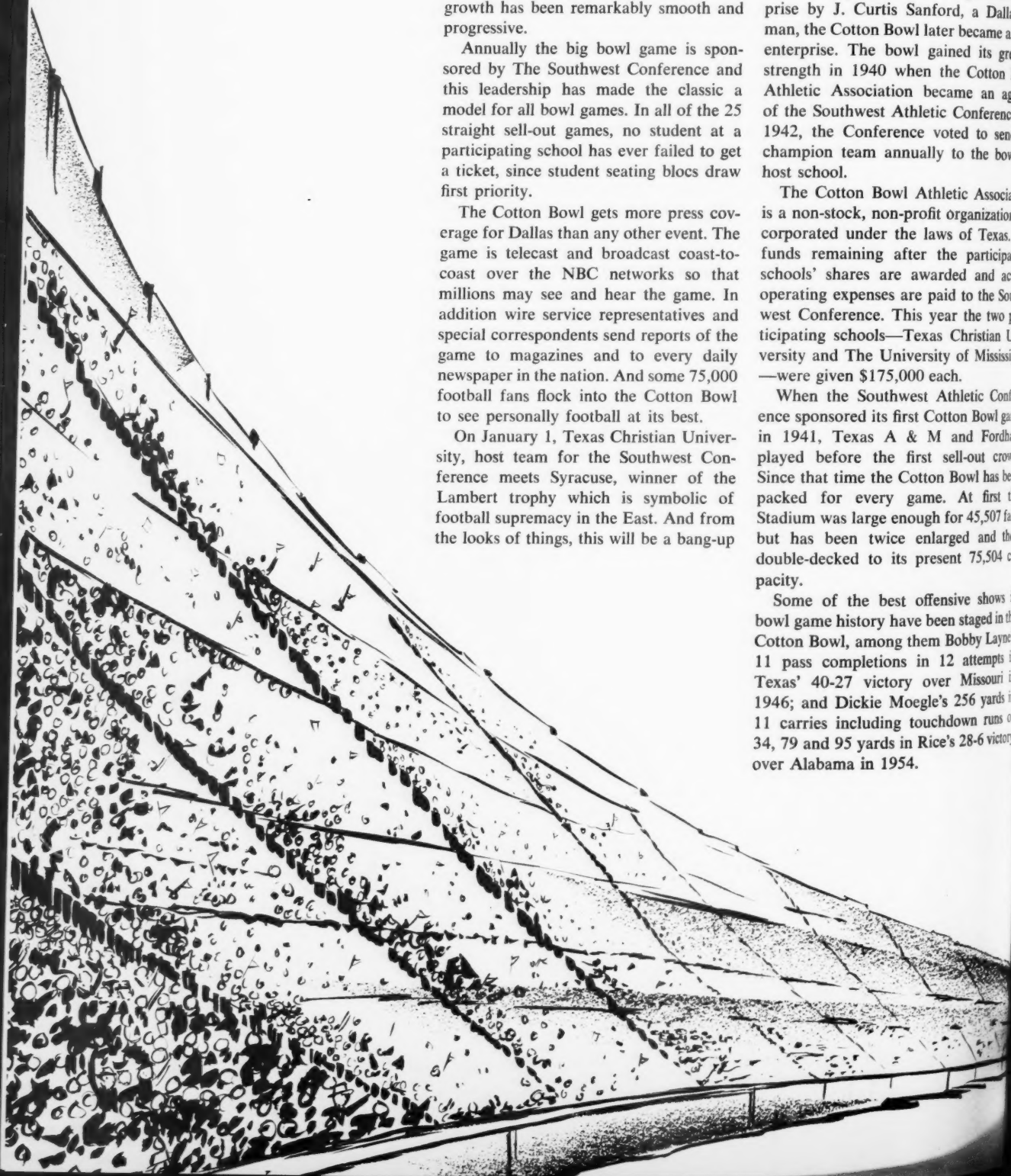
game with two of the nation's best running backs facing each other... All-American Jim Brown of Syracuse and All-American Jim Swink of TCU.

Originally conceived as a private enterprise by J. Curtis Sanford, a Dallas oil man, the Cotton Bowl later became a civic enterprise. The bowl gained its greatest strength in 1940 when the Cotton Bowl Athletic Association became an agency of the Southwest Athletic Conference. In 1942, the Conference voted to send its champion team annually to the bowl as host school.

The Cotton Bowl Athletic Association is a non-stock, non-profit organization incorporated under the laws of Texas. All funds remaining after the participating schools' shares are awarded and actual operating expenses are paid to the Southwest Conference. This year the two participating schools—Texas Christian University and The University of Mississippi—were given \$175,000 each.

When the Southwest Athletic Conference sponsored its first Cotton Bowl game in 1941, Texas A & M and Fordham played before the first sell-out crowd. Since that time the Cotton Bowl has been packed for every game. At first the Stadium was large enough for 45,507 fans but has been twice enlarged and then double-decked to its present 75,504 capacity.

Some of the best offensive shows in bowl game history have been staged in the Cotton Bowl, among them Bobby Layne's 11 pass completions in 12 attempts in Texas' 40-27 victory over Missouri in 1946; and Dickie Moegle's 256 yards in 11 carries including touchdown runs of 34, 79 and 95 yards in Rice's 28-6 victory over Alabama in 1954.



ic: Game History in the Making

Among the fine players who have participated in Cotton Bowl games are Sammy Baugh, John Kimbrough, Ki Aldrich, Glen Dobbs, Norm Van Brocklin, Y. A. Tittle, Kyle Rote, Doak Walker, and Babe Parilli. Participating coaches include Bill Alexander, Matty Bell, D. X. Bible, Bobby Dodd, Frank Leahy, Slip Madigan, Bernie Moore, Jess Neely, Bob Neyland, Carl Snavely and Frank Thomas.

But the football game isn't the only thing in the spotlight in the festivities in Dallas. A gala pre-game list of student activities is planned.

One of these is the tradition of the Cotton Bowl queen. Selected by the student body of the host school for the game, the Cotton Bowl queen reigns over the entire student assemblage at each classic. In fact, in number of students on hand, the Cotton Bowl has always ranked high because of the bowl's nearness to the campus of the host Southwest Conference school.

Reigning queen for the 1957 classic will be pretty Gayle Scott, a 20-year-old senior at Texas Christian University. She was born in Paris, Texas, but has lived in Dal-

las since she was four years old. Joining the queen at the Cotton Bowl is her court of princesses, selected from student bodies of other Southwest Conference schools and from visiting Syracuse University at the New Year's game.

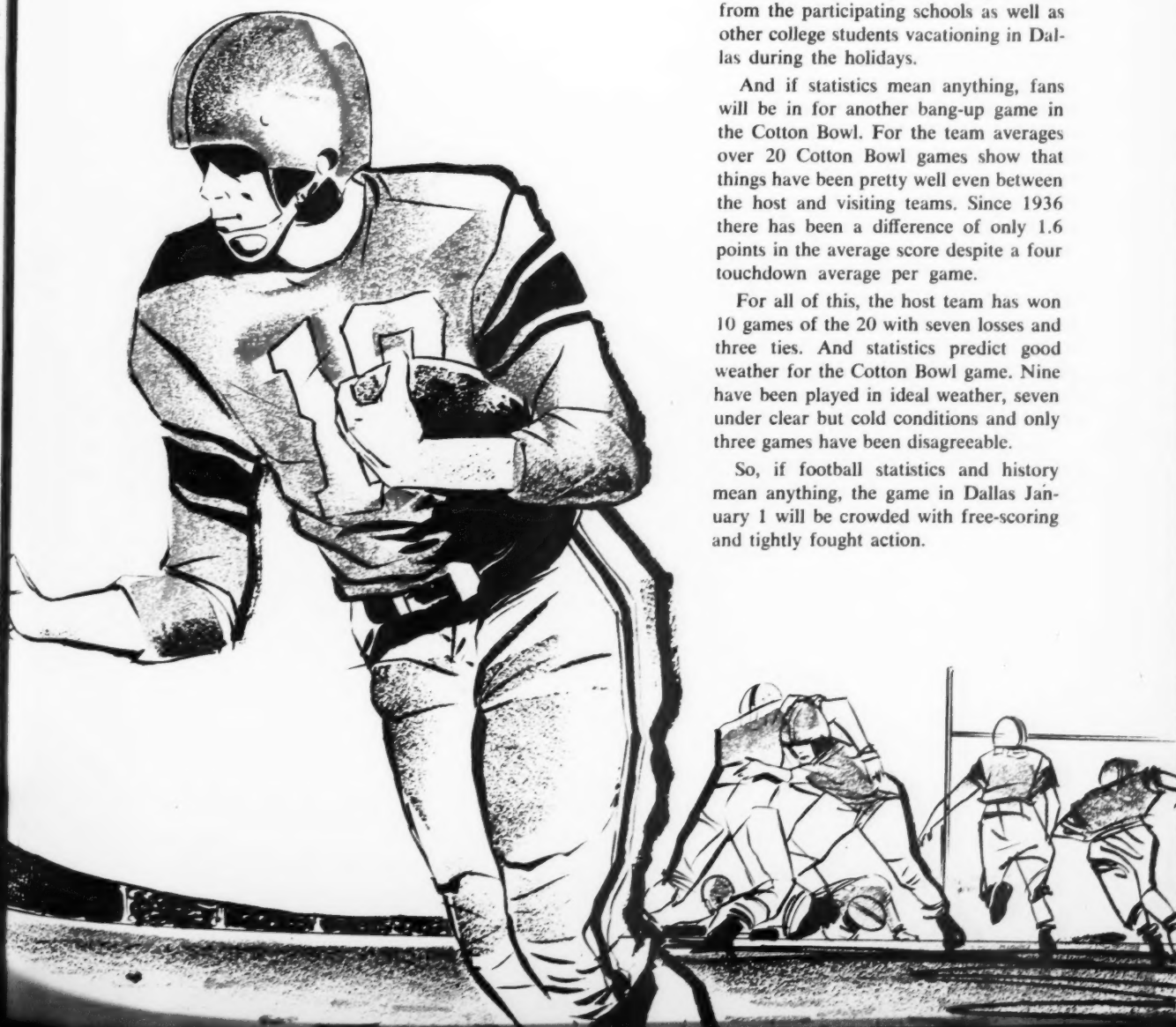
Another student project during Cotton Bowl Week is the annual Southwest Conference Sportsmanship award. Representatives from all conference schools meet and name a school Sportsmanship award. The award is presented at halftime during the game.

Social highlight for the students at Cotton Bowl Week is the annual Cotton Bowl Student Dance. Held at the new Student Center on the campus at SMU, the dance is Dallas' welcome to the visiting students from the participating schools as well as other college students vacationing in Dallas during the holidays.

And if statistics mean anything, fans will be in for another bang-up game in the Cotton Bowl. For the team averages over 20 Cotton Bowl games show that things have been pretty well even between the host and visiting teams. Since 1936 there has been a difference of only 1.6 points in the average score despite a four touchdown average per game.

For all of this, the host team has won 10 games of the 20 with seven losses and three ties. And statistics predict good weather for the Cotton Bowl game. Nine have been played in ideal weather, seven under clear but cold conditions and only three games have been disagreeable.

So, if football statistics and history mean anything, the game in Dallas January 1 will be crowded with free-scoring and tightly fought action.





James Francis Cardinal McIntyre, Archbishop of Los Angeles, blesses the cornerstone of the University of Dallas during formal dedication ceremonies. Assisting the Cardinal is Msgr. Benjamin G. Hawks of Los Angeles.

DALLAS' new university was formally dedicated this month by James Francis Cardinal McIntyre, Archbishop of Los Angeles, in ceremonies on the University of Dallas campus.

Several thousand persons overflowed from the campus Lecture Hall on Sunday, December 9, and crowds filled the library, classrooms and halls of other university buildings where the dedication ceremonies were carried over the public address system.

A procession, including Cardinal McIntyre, Bishop Thomas K. Gorman, chancellor of the university; University President F. Kenneth Brasted, trustees and faculty members of the university, and representatives of other colleges and universities, proceeded to the cornerstone and from there to each building on the campus for special dedicatory blessings by the Cardinal.

In his address, Cardinal McIntyre, speaking on educational freedom, called "the liberty to choose a school for our children" a fundamental freedom, and struck out at what he termed the "trend of some educators to promote a policy of government-controlled education."

The Cardinal rejected the proposed aid to education program as "discriminatory to a large segment of the population that

University of D

sends its children to religious schools." He was referring to a provision of the bill that would limit any such funds to state-supported schools.

He proposed as an alternative, a system of federal aid patterned after the GI Bill of Rights, in which the funds would be paid to the individual student to pay for his education at any approved institution of his choice.

This month's dedication ceremonies climaxed nearly three years of effort in financing and founding the University of Dallas. The campaign to raise funds for the institution began in January of 1954. The school was originally to be operated by the Sisters of St. Mary Namur, but in January of this year operating control was invested in the Catholic Diocese of Dallas-Ft. Worth.

Dr. F. Kenneth Brasted was named president of the university in the Fall of 1955 and actual construction began on the university's 1,000-acre tract in January of this year.

First classes were held in the university buildings in October, with new freshmen mingling with workmen busy putting finishing touches on the buildings.

Only a freshman class was enrolled this year, but a new class will be added annually as this class progresses.

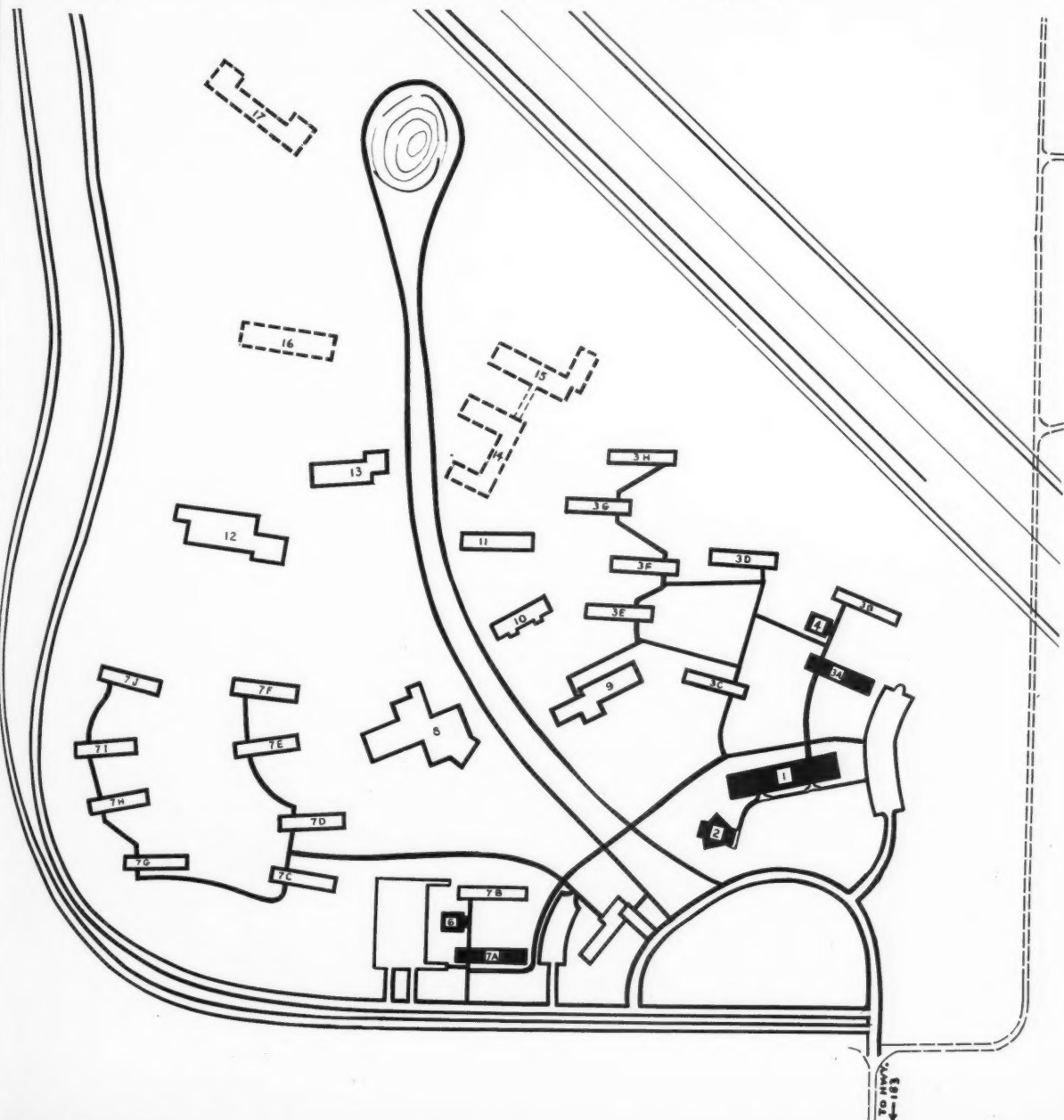
The university offers a liberal arts curriculum taught by eight Cistercian Fathers, five nuns and five lay teachers.

The present physical plant consists of six buildings: the Science Building, presently being used for an administration and general classroom building; the Lecture Hall, Boys Dormitory, Girls Dormitory, Chapel and Cafeteria. The buildings are indicated in solid orange on the opposite page. Future plans for the University of Dallas call for construction of a Gymnasium, Administration Building, Student Center, Library, Liberal Arts Building, Fine Arts Building, School of Nursing, School of Business Administration and additional dormitory buildings.

The University's site, on the rolling land north of Irving, is heavily wooded and will be fashioned into a beautifully landscaped campus, with Turkey Knob, historical landmark north of the building area, as one of the highlights of the grounds.

of Dallas Dedicated by Cardinal

Master plan of the University of Dallas, with present buildings shown in solid orange, planned buildings in outline and possible others in broken line: 1. Science Building; 2. Lecture Hall; 3A-3H. Girls' Dormitories; 4. Girls' Chapel (Temporary Cafeteria); 5. Administration; 6. Boys' Chapel; 7A-7J. Boys' Dormitories; 8. Student Center; 9. Library; 10. Liberal Arts; 11. School of Nursing; 12. Fine Arts; 13. Business Administration; 14-17. Future Building Sites.





The Executive's W

by E. B. Germany

President, Lone Star Steel Company

TUBERCULOSIS, which kills more of its victims than all the other infectious diseases combined, levies a heavy burden on our public finances, to say nothing of the human suffering and sorrow the disease causes.

Yet, this question is sometimes asked:

"Why should I as a businessman be interested in contributing to the Christmas Seal Sale?"

One of the major problems which tuberculosis poses is finding the cases that exist, those unknown sources of infection of which even the carriers themselves are not aware.

There are a number of methods by which tuberculosis cases are discovered, but the one which reaches the most people in Dallas County is the Christmas Seal mobile X-ray unit which is operated on a county-wide basis by the TB Association.

There are other similar X-ray units operated in the county, but the Christmas Seal unit is the only one which goes to the people in community and industrial locations throughout the year to offer free chest X-rays to all who will visit the unit.

If every case of tuberculosis could be discovered early enough for a cure to be effected, then eventually the disease could be wiped out. That is why it seems to me that everyone, and especially businessmen, has a vital interest in contributing to the support of activities which are seeking out these unknown cases.

The most insidious aspect of tuberculosis is that an apparently healthy person can become a victim of the disease and unknowingly spread the deadly TB germ in his family and among his friends and associates.

Because so many of us look upon tuberculosis as a disease which "can't happen to me," we are prone to overlook its dangers. Tuberculosis knows no boundaries of race, creed or class. It strikes down its victims in all parts of our community, though it is true that the rate of the disease is higher in some sections than in others.

We do not know when we may be the next victim. We can't know because we don't know whether the friend we meet on the street, the man who works at the next machine, the associate who sits at the next desk or even members of our own families are carrying TB germs.

The only way we can know is to have a chest X-ray made which will show whether there is infection or not. It is rare for a case of tuberculosis to escape discovery in a chest X-ray.

There isn't a business executive in Dallas who, if he believed there was a case of tuberculosis among his employees, would not hasten to have all of them

e's Weapon: A Seal

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But I would say to every employer that such a situation is entirely possible; furthermore, it is probable. My own company, Lone Star Steel Company, is not one of the largest employers in Dallas County; our working force in the Dallas headquarters is composed of some 140 persons.

Yet through visits which the TB Association's mobile X-ray units has made to our office, two cases of tuberculosis have been discovered. These cases might have been discovered anyway, but the fact is that the discovery was made early enough so that these two victims can be cured and restored as useful members of our community.

Every time a case of tuberculosis is discovered and treatment started, another source of infection is eliminated. Every time a case of TB is found, it means more protection for my family and my employees and for the families and employees of every businessman.

It is a service to the victims of tuberculosis themselves as well as to their families, friends and associates when an individual is found to be a victim of this disease.

It means that the early discovery probably has saved the life of victim and perhaps has safeguarded these others from becoming victims of the disease, too.

The Dallas Tuberculosis Association has been fighting tuberculosis in Dallas County for 40 years and great strides have been made in combatting this health problem. New developments in treatment and new drugs have drastically reduced the death rate, but the frightening thing is that there are almost as many new cases each year as ever.

The TB Association supports its activities solely through the annual sale of

Christmas Seals which now is underway throughout Dallas County. Most people are familiar with these colorful reminders of the Christmas season and of the work which is being done to continue the crusade against tuberculosis.

Dallas people have been generous in their individual support of this campaign, but the full effectiveness of this fight and its expansion to better serve the health of our community calls for the support of business firms and industries.

The \$2, \$3, and \$5 gifts to the Christmas Seal sale from individuals are of tremendous help in the efforts to bring about eventual success of the crusade against tuberculosis, but it is imperative that business executives consider the stake which their own firms have in better community health and support this fight because of what it means to the welfare of their own firms as well as to their employees and associates.





First...

George Washington, the first president, was first in war, first in peace and first in the hearts of his countrymen.

Year after year the Texas Employers' Insurance Association continues to be first with employers of labor in Texas, writing more Workmen's Compensation Insurance in Texas than its five principal competitors combined.

One reason for this popularity with Texas industry is the Association's low-cost plan of operation which has enabled it to save and return more than forty-nine million dollars to its policyholders in Texas.

Are you taking advantage of the SAVINGS offered by Texas' largest writer of Workmen's Compensation Insurance?



Over
\$49,000,000
Saved and Returned to
POLICYHOLDERS

A. F. ALLEN, Chairman of the Board BEN H. MITCHELL, President

TEXAS EMPLOYERS INSURANCE ASSOCIATION

HOME OFFICE • DALLAS, TEXAS

Service Offices: ABILENE • AMARILLO • AUSTIN • BEAUMONT • CORPUS CHRISTI
 DALLAS • EL PASO • FORT WORTH • FREEPORT • GALVESTON • HARLINGEN
 HOUSTON • LUBBOCK • MIDLAND • ODESSA • PORT ARTHUR • SAN ANGELO
 SAN ANTONIO • SHERMAN • TYLER • WACO • WICHITA FALLS

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Dallas

TRANSPORTATION

Dallas-Fort Worth Turnpike Schedule

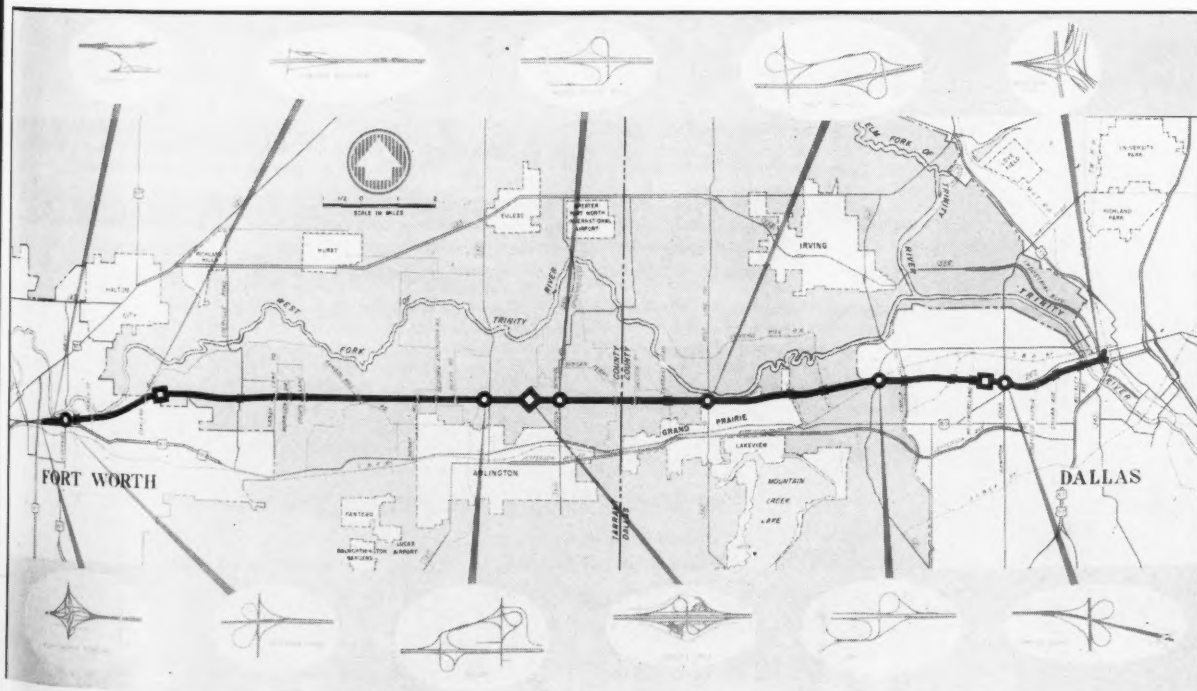
In this age when saving time for the sake of saving time is a sure attention-getter, the Texas Turnpike Authority has come up with a second-shaving system sure to please both Dallas and Fort Worthites.

It's the new toll road between the cities which will get commuters from downtown Dallas to downtown Fort Worth in as little as 33 minutes via the new Dallas-Fort Worth Turnpike, a saving in time of a full half hour.

To be opened the middle of next summer, the turnpike will be three lanes wide for traffic in each direction. Opposing traffic will be separated by wide park strips or by raised dividing strips, and moderate grades and curves will allow constant safe vision ahead.

Hearts that chafe under 50 m.p.h. signs will leap at the turnpike's limit of 70 miles per hour—maintainable because the stretch will be devoid of traffic lights or stop signs. There are no stops all the way except briefly upon entering, to receive ticket, and upon leaving to pay toll charges.

STA. No.	NAME	1 FORT WORTH TERMINAL	3 ARLINGTON S. H. 157	4 STATE HIGHWAY 360	5 GRAND PRAIRIE	6 DALLAS- LOOP 12	7 DALLAS TERMINAL
VEHICLE CLASS 1—Passenger cars, ambulances, hearses, station or ranch wagons, suburbans, motorcycles, pick-up and panel trucks. All vehicles to have four or less tires.							
1	Fort Worth Terminal	—	.20	.25	.30	.40	.50
3	Arlington-S. H. 157	.20	—	.10	.15	.20	.30
4	State Highway 360	.25	.10	—	.10	.15	.25
5	Grand Prairie	.30	.15	.10	—	.10	.20
6	Dallas-Loop 12	.40	.20	.15	.10	—	.15
7	Dallas Terminal	.50	.30	.25	.20	.15	—
VEHICLE CLASS 2—Two-axle, dual-tire trucks and buses (two-axle, six tires).							
1	Fort Worth Terminal	—	.30	.35	.45	.60	.75
3	Arlington-S. H. 157	.30	—	.15	.20	.30	.45
4	State Highway 360	.35	.15	—	.15	.25	.40
5	Grand Prairie	.45	.20	.15	—	.15	.30
6	Dallas-Loop 12	.60	.30	.25	.15	—	.20
7	Dallas Terminal	.75	.45	.40	.30	.20	—
VEHICLE CLASS 3—Three-axle single truck units, three-axle tractor-semitrailer combination, three-axle buses; maximum 10 tires.							
1	Fort Worth Terminal	—	.40	.50	.60	.75	1.00
3	Arlington-S. H. 157	.40	—	.20	.25	.40	.60
4	State Highway 360	.50	.20	—	.20	.30	.50
5	Grand Prairie	.60	.25	.20	—	.20	.40
6	Dallas-Loop 12	.75	.40	.30	.20	—	.25
7	Dallas Terminal	1.00	.60	.50	.40	.25	—
VEHICLE CLASS 4—Four-axle tractor semitrailer or truck-trailer combination. Two-axle house trailers including pulling vehicle; maximum 14 tires. (Also, three-axle vehicles or combination with over 10 but not more than 14 tires.							
1	Fort Worth Terminal	—	.50	.65	.75	1.00	1.25
3	Arlington-S. H. 157	.50	—	.25	.30	.50	.75
4	State Highway 360	.65	.25	—	.25	.40	.65
5	Grand Prairie	.75	.30	.25	—	.25	.50
6	Dallas-Loop 12	1.00	.50	.40	.25	—	.30
7	Dallas Terminal	1.25	.75	.65	.50	.30	—
VEHICLE CLASS 5—Five-axle tractor-semitrailer or truck-trailer combination. Three-axle house trailers including pulling vehicle; maximum 18 tires. (Also, three- or four-axle vehicles or combinations with over 14 but not more than 18 tires.							
1	Fort Worth Terminal	—	.60	.75	.90	1.20	1.50
3	Arlington-S. H. 157	.60	—	.30	.35	.60	.90
4	State Highway 360	.75	.30	—	.30	.50	.90
5	Grand Prairie	.90	.35	.30	—	.30	.60
6	Dallas-Loop 12	1.20	.60	.50	.30	—	.35
7	Dallas Terminal	1.50	.90	.75	.60	.35	—
VEHICLE CLASS 6—Trucks, special permit, six or more axles, or a lesser number of axles but more than 18 tires, or exceeding the normally permissible gross vehicle weights or physical dimensions. (Where police or other escort is assigned to special permit vehicles, a charge in addition to Class 6 toll may be made.							
1	Fort Worth Terminal	—	1.20	1.50	1.80	2.40	3.00
3	Arlington-S. H. 157	1.20	—	.60	.70	1.20	1.80
5	Grand Prairie	1.80	.70	.60	—	.60	1.20
6	Dallas-Loop 12	2.40	1.20	1.00	.60	—	.70
7	Dallas Terminal	3.00	1.80	1.50	1.20	.70	—



ACCESS to the Dallas-Fort Worth Turnpike may be made at the Fort Worth Terminal, Arlington State Highway 157, State Highway 360, Grand Prairie, Dallas Loop 12 and the Dallas Terminal.



Dallas

What's Doin' in January

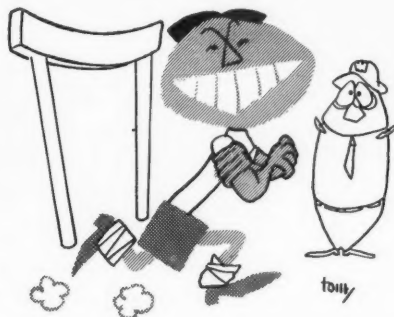


January is the Long Hair's Month!

Any musician that joined the Dallas Symphony with hope of a life of ease is in for a rude awakening this month. Six concerts, and one of them a fillylulu! Seven, if you count the **Sponsor's Concert, Dec. 29**. This is a light 4-days-after Christmas type show that features Van Cliburn, pianist. Highlight will be the B Flat Piano Concerto that Peter Ilich Tschaikovsky stole from Freddie Martin. (Them Russians, you gotta watch 'em all the time!) **Jan. 7's Symphony** features Alfred Brunning, violin and Lev Aronson, cello, both Dallas Symphony members. Aronson will tackle Victor Herbert's Cello Concerto with Victor Herbert's very own cello, but it's all right 'cause Herbert won't be needing it that night. **Jan. 12 and 19** will be Saturday morning Youth Concerts for children whose parents don't want them to grow up to be slobs. These are charming little concerts for kids and parents alike, very reasonably priced, very attractively presented. Kids get tickets through the schools. **Jan. 14**, it's Claudio Arrau, a Chilean and a pianist of first rank, who features Brahms Concerto No. 1 for piano, orchestra and kazoo. But **Jan. 21** is the big night! Then Dallas Symphony brings together four of the brightest stars of the concert world to perform Verdi's mighty Requiem. For soprano, Lucine Amara; for mezzo soprano, Nan Merriman; tenor, Jon Crain and baritone, Mack Harrell — all stars of Broadway, concert and opera. See this one if you can get tickets. **Jan. 28** will be an orchestral.

Movie Highlight: Anastasia and Teahouse. We have to confess we're happy Bergman is back. Moreover, she's

in a screen play worthy of her talents. **Anastasia** is the story of a real person, a person a great many people believe to be legitimate heir to the throne that was once Russia. Ingrid Bergman plays the confused girl who might or might not be the crown princess. Yul Brynner of 'King and I' fame plays a high class con man who tries to exploit Anastasia, and Helen Hayes, the Dowager Empress whose sword can establish Anastasia or destroy her claim forever. Interesting plot and some great acting.



Now, if Interstate can book it, we may get to see **Teahouse of the August Moon** in January. In it, the U.S. Army of Occupation runs Okinawa and a handful of Okinawans run the U.S. Army of Occupation. Chief Okinawan, **Marlon Brando**, has the old David Wayne part of Suki, the translator who talks administrator, Glen Ford, into everything from setting up a Geisha girl in business to running the biggest boot-leg operation in the West Pacific. Should be great if we can get it! **Other selections for January** are **Written On The Wind**, Dorothy Malone and the Texas Oil Fields; **Baby Doll**, another Tennessee Williams sexy-time down South; **King and Four Queens**, Clark Gable's official coronation; **Bundle of Joy**, Eddy Fisher and Debby Reynolds; **Wrong Man**, an Alfred Hitchcock with Jimmy Stewart and **Zarack** with that beautiful body named Ekberg!

Margo Jones in Two Costume Bits!

Margo Jones's **The Small Servant**, Dec. 18-Jan. 6, gives the shyster lawyer of the Pickwick Papers, his come-upance. Sampson Brass, we find, lives not under a rock but in a home and he employs a servant girl. Moreover he employs a young man, nephew of a rich client as a junior solicitor. How Brass tries to bilk the nephew and how the small servant turns the tables is the plot of this Dickensian play. **Woman Is My Idea** follows, Jan. 8-27, and is the story of a young Mormon pioneer who is everything a Mormon pioneer should be except that he is scared to death of

women. Of course Mormon pioneer women ain'ta gonna stand for a precedence like that no how, so there lies your story. Both at **Margo Jones Theatre 57**.



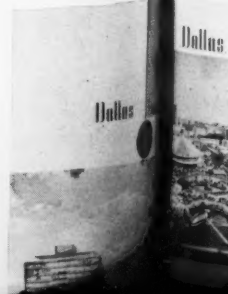
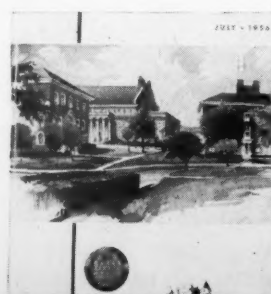
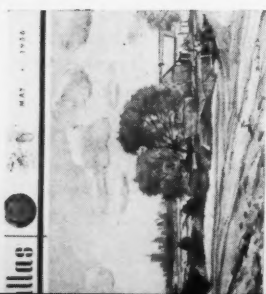
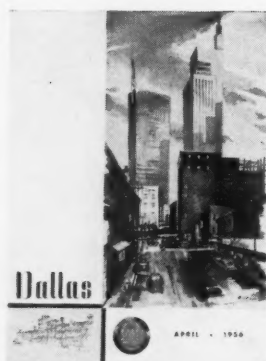
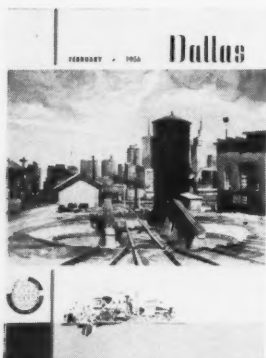
English Pantomime Scheduled! If

you are a rube like me you probably thought an English Pantomime would be somebody like Sir Cedric Hardwick doing a Red Skelton bit. Seems it isn't. Seems an English Pantomime is a blown-up fairy tale with new skits, routines and characters thrown in to keep everybody working. Seems there's always a Dame part, for a female impersonator who keeps the audience posted on what's happening with asides and saves the management the cost of printing programs. Seems it's traditional to do this sort of thing in England just after Christmas and to play it hard for laughs. Seems the Cathedral Players are going to try one **Jan. 28-Mar. 2**, **Sleeping Beauty**, St. Mathews' Great Hall.



Miscellany: Ink Spots at Colony Club Jan. 25. Quintetto Allegro which is five fast Italian boys and 30 odd instruments will be at the Adolphus **Century Room Jan. 3**. Watch all five if you can, particularly when they play the same piano but if you can't, keep your eye on Feni. **Henny Youngman** and dance team **Chiquita and Johnson** at Statler Hilton Empire Room, Dec. 27.

tom crabtree



DALLAS' 1956 Series

by Tom McHale

THIS issue of DALLAS marks the closing number of a series of twelve historical issues presenting major highlights of the business history of Dallas in its One Hundreth Anniversary Year.

This historical series has attracted national attention. The four-color water color paintings executed by Bud Biggs during this year have provided the most colorful series of covers in DALLAS history. The editorial treatment of Dallas business history has provided an invaluable and compact record of almost every phase of Dallas' business life.

The "Dallas Story," as presented this year in DALLAS, has not only provided background on the romance and glamor of Dallas business history. It has provided solid facts and it has also presented the "WHY" of Dallas' remarkable growth from a frontier village to a Metropolis in the space of a century.

One major fact stands out in a study of Dallas business history in every era. Dallas has never been complacent — and Dallas leaders have always looked to the future. Whatever Dallas has needed to expand its business horizons, whatever obstacles may have been apparent to block Dallas progress, have been taken on as community objectives. The result has been reflected in community teamwork over the years — and the development of the "Dallas Spirit." Leadership and teamwork have time and again turned Dallas major disadvantages into community assets.

A business man might well ask: "Why should the DALLAS Magazine devote a major part of twelve issues to the Business History of Dallas?" The answer is quite obvious to those who know that his-

tory. To those who don't, it might be said that this is no mere matter of reminiscing over Dallas of the past. Almost every chapter of the "Dallas Story" provides valuable historical background for future action. Those who know best the pattern of Dallas progress over the past century are those who will know best how to plan and act for its future.

Certainly no one can say that respect for its founders and pioneer leaders has ever made Dallas hidebound or unprogressive. Dallas is universally recognized for its modern ideas and its modern approach to community problems. It might also be said that in few other cities do business men know more of what is going on from day to day to build their city, nor do they have more historical background than has been provided to Dallas business men on their business community.

In January of 1922, DALLAS began publication as the official organ of the Dallas Chamber of Commerce. For the past thirty-five years the story of Dallas' progress month by month, has been unfolded in this publication. It is not enough that a chamber of commerce should provide the central machinery for civic effort. It is important that all of its members should know what it is doing and what needs to be done to advance the cause of Dallas.

Every month during that thirty-five year period, the DALLAS Magazine has gone out to every member. It has provided a ready and convenient sales tool for those who have wanted to help sell Dallas. It has sold Dallas to its own people with facts and figures. It has helped Dallas business people know each other better through its treatment of personalities. It has helped sell Dallas to countless busi-

Traces Century of City Building

ness executives who were interested in the Dallas Southwest.

Almost a half-century before DALLAS began publication, organized civic activity began in Dallas. In August, 1874, the Dallas Board of Trade was formed during the boom following the arrival of the Texas & Pacific. Made up primarily of buffalo hide, saddlery dealers and dry goods merchants, this group included 62 members. By 1881, this organization had grown large enough to erect its own building at a cost of \$60,000.

In 1882, the Merchants Exchange was organized with an initial membership of 200. Starting in the fall of 1890, this organization maintained in its rooms a large exhibit of Texas products composed of cotton, grain, vegetables, fruits, minerals, woods, iron, stone, other minerals and manufactured products. This exhibit formed the nucleus of the Texas Exhibit at the Worlds Fair of 1893. For a time this organization also provided facilities for trading produce.

In 1893, the Manufacturers Board was set up with Dr. F. E. Hughes as president and Leo Woolfson as secretary. Later that year the Commercial Club was organized to give the combined business forces of Dallas a broader outlook. With Philip Sanger as president, this organization set up committees dealing with finance, city development, manufacturing and mercantile affairs, public highways, advertising, railways and transportation, agriculture, arbitration, appeals and entertainment. It was the function of the arbitration committee to handle mercantile controversies that arose between members of the club.

As the club broadened its activities, auxiliary organizations came into being. These included the Dallas Freight Bureau, the Dallas Manufacturers Association, the Dallas Trade League and the One Hundred and Fifty Thousand Club.

The lack of coordination on the part of some of these organizations became apparent during the next few years—and in 1908—the Dallas Chamber of Commerce was formed as a practical amalgamation of virtually every civic organization in Dallas at that time. L. O. Daniel was its first president and served for two years. Since that time, organized civic activity in Dallas has been carried on through the Dallas Chamber of Commerce.

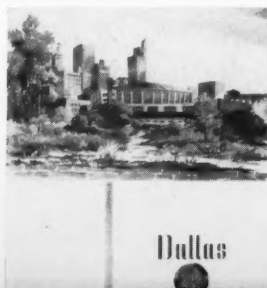
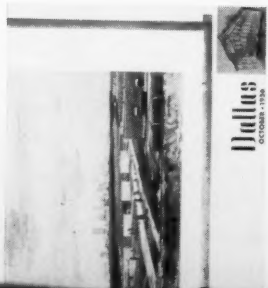
In terms of history, the relatively short space of time taken up in the development of Dallas, should be pointed up in the year that marks the One Hundredth Anniversary of its incorporation. The Dallas Chamber of Commerce goes back 48 years. Organized civic effort extends back 82 years. Dallas County (founded in 1846) has been in existence 110 years. John Neeley Bryan built his cabin on the banks of the Trinity in 1841—that is 115 years ago—and first surveyed Dallas from his saddle in 1839—just 117 years ago.

Packed in between the covers of DALLAS twelve historical issues this year, that will soon go into bound volumes, are the trends that have marked Dallas century of development. The January Issue projected Dallas' "Industries of the Future"—Aircraft and Electronics, against the background of its first grist mills and Maxime Guillot's Carriage Works, established in 1850. The February issue told the story of Dallas Transportation from John Neely Bryan's initial efforts on the National Central Highway of the Republic of Texas to the bringing in of the railroads and the development of motor transport. March told the story of how "Advertising and Selling" had built Dallas. April carried the history of Dallas development as a major insurance and financial center, the successful fight for the Federal Reserve, the development of

banking from a sideline of merchants to one of the major advantages of Dallas. May carried the story of Dallas development from the original townsite a half-mile square to its present area. It recorded the history of Dallas building and construction progress. June portrayed the modern position of Dallas as a convention city against its background of hospitality from the days of the Crutchfield House and the St. Nicholas Hotel.

The Dallas Bar Association provided the impetus and information for the July issue devoted to the Legal Profession and Dallas Government. The historical background of the oil and gas industry was featured in August—and September presented the Nation's Greatest State Fair against the background of its humble origin. October traced the development of distribution and warehousing in Dallas and November presented the growth of Dallas as a great industrial service center. This issue winds up the year with the Annual Report of the Dallas Chamber of Commerce in this first year of its second century.

This year again—DALLAS leads the nation in the quality and volume of its advertising—and its colorful advertising pages have also presented an important part of the "Dallas Story." The enthusiastic and creative work of its staff—the advice and outstanding creative art provided by Bud Biggs—the technical advice and counsel of Homer Green—the teamwork of our typographers, and the fine craftsmanship and care of our printers have made DALLAS again outstanding in graphic presentation and typography in its field. And most of all, the inspiration of those who are working most to build Dallas and the pace and tempo of its progress has provided factual material and background that would excite the envy of any city.



Annual Goal Within Membership Reach

WITHIN reach of this year's goal of 2400 new members, the Membership Committee of the Dallas Chamber of Commerce reported 222 new members in November for an end-of-the-month total of 2297.

Eleven new life members named during the year were honored at the committee's annual dinner held November 13 at the Chalet.

Professional

Cartwright Ashcom, Accountant, 5631 Bryn Mawr (Jack Curtis)

Smith, Mulberry & Saville, C. P. A.s, Kirby Bldg., John W. Saville (Les Wildes)

Mother Goose Kindergarten, 5327 Junius; Mrs. R. H. Chowning (Jack Wantland)

City Exterminating Company, 6251 Velasco; Stanley Livingston (Dixie Carmichael)

Greenville Avenue Patrol, P. O. Box 4665; L. C. Bridges (A. N. Chalupnik)

Cabot Carbon Company, Davis Bldg.; Charles M. White (Tom Sheffield)

Texas Sign Supply Company, 2004 Lamar; Roy S. Baxley (Tim Carroll)

Gibson Refrigerator Company, 9200 Ambassador Row; D. M. Glover (Jim Layne)

Hill Optical Company, 506 North Harwood; E. E. Hill, Sr. (J. I. Jordan)

A R A of Dallas, 2411 Bryan; Gordon K. Allen (Jack Wantland)

Gordon K. Allen Company, 3935 E. Overton; Gordon K. Allen (Jack Wantland)



MEMBERSHIP COMMITTEEMEN receiving Top Hands at the annual Membership Committee dinner from Chairman Les T. Potter, far right. Left to right, recipients are: Jack Curtis, Dallas Association of Insurance Agents; H. D. "Dixie" Carmichael, Dallas Health Museum; Double Life Member John S. Smith, Texas Employment Commission; and Double Life Member Admiral A. C. Olney, Temco Aircraft Corporation.

Bonnie Doon Anklets & Vanette Hosiery, 4325 Southwestern; E. A. Neather (Max Goodman)

Industrial Supply Company, 1208 National Bldg.; Joseph Welch (Jerome K. Crossman)

J. Tallal Associates, 1544 Slocum; J. Tallal (Nat Ryan)

Jack Yount Company, 1431 Pleasant Drive; Jack Yount (John Leedom)

C B S Hytron, 301 N. Market; Bernard Kaminsky (John S. Smith)

Robert W. Dansby Company, 5526 Dyer; Robert Dansby (John Leedom)

Finger Contract Supply Company, 915 S. Lamar; Marshall Saunders, Jr. (Ed Souza)

Fullview of Texas, 8800 Chancellor Row; Eddy Mann (Dick Granger)

Howard Electric Company, 922 Texas Bank Bldg.; C. M. Yarstown (Lee Wildes)

Lion Match Company, Inc., 3918 Harry Hines; Merwin Hottman (Arthur H. Stern)

McDermott Associates, Inc., P. O. Box 13033; J. V. McDermott (Bill Blaydes)

Mine Safety Appliances Company, 1630 Oak Lawn; W. H. Gates (Admiral Olney)

Resistoflex Corporation, 135 Glass; Charles C. Cozzens (Nat Ryan)

Texas Texture Paint Company, P. O. Box 14347; W. L. Wiggins, Jr. (Frank Adams)

Van Roberts, Advertising, 1035 National Bldg.; Van Roberts (Tom McHale)

W. L. Harper, Jr., 1508 Kirby Bldg. (Jack Curtis)

Amusement and Entertainment

Capitan Bowling Center, Inc., 2327 N. Henderson; Charles W. Wisenburg (Jack Wantland)

White Rock Stables, 8949 E. Mockingbird Lane; T. M. Oddson (Jack Wantland)

Superior Lanes, Inc., 4150 N. Central Expressway; Joe E. Earnest (Jack Wantland)

Individuals and Service Organizations

Richard A. Short, 5301 Bryce, Fort Worth (Jack Hoppers)



MAJOR JOHN C. WANTLAND (Texas Employment Commission), left, receiving Life Membership plaque from Chamber President W. W. Overton, Jr. Major Wantland is the 19th member of the Chamber to receive this award. In this, his first year on the Committee, he is the top contender for the "Top Hand of the Year," having sponsored 128 memberships.

William Jolesch, 4242 Lomo Alto (Jim

Layne)

Robert M. Speer, Melrose Hotel (Pat Hall)

Insurance

Allen H. Hameroff, P. O. Box 11591 (Jim Henderson)

Paul Mantle Agency, 2331 Gas Thomasson Road; Paul L. Mantle (Louis Springfield)

Montgomery & Collins, 2215 Akard; Charles W. Gunter (Arthur H. Stern)

Huber & Scott Mutual Agency, 1907 N. Field; Bill Huber (Tom Sheffield)

Waldo E. Stewart & Company, 5217 E. Grand; Waldo E. Stewart and Thelma Ellison (Jack Curtis)

Real Estate

Henry H. Hoffman, Jr., 3431 Republic Bank Bldg. (Jerome K. Crossman)

Hotels, Motels and Restaurants

Shamrock Motel, Route 4, Box 163; Carl Doss (Ed Souza)

Trav-O-Tel Courts, 4354 Harry Hines; G. W. Smith and Mrs. G. W. Smith (Frank Adams)

Winds Motel, 6207 Hines; Al Shepperd (James L. Cabaniss)

Ferris Barbecue & Catering Service, 308 N. Pearl; Eugene P. Pollard (Jack Wantland)

Rolly's Restaurant, 2221 Abrams, William W. Rowley (Jack Wantland)

Automobiles — Sales and Service

Texas Auto Travel & Drive Away, 708 Commerce; Clifford Farque (Jack Hoppers)

Universal Leaseaway System, Inc., 6115 Denton Drive; Ray Deedon (Frank Adams)

Sloan-Combs, Inc., 2114 N. Harwood; T. J. Combs (John S. Smith)

National Motor Exchange, 1216 N. Industrial; G. R. Hartman (Nat Ryan)

Knox Oil of Texas, 2206 Irving Blvd.; Charles E. Knox, Jr., (Ned Meyerson)

George Evans Superior Motors, Inc., 232 N. Marsalis; George Evans and L. O. Arnold (Jack Hoppers)

Oil

Holiday Company, Ltd., P.O. Box 5995; John R. Shaw, Jr. (Jim Layne)

Johnston Testers, Inc., 7339 Lehigh; B. R. Dixon (Jerome K. Crossman)

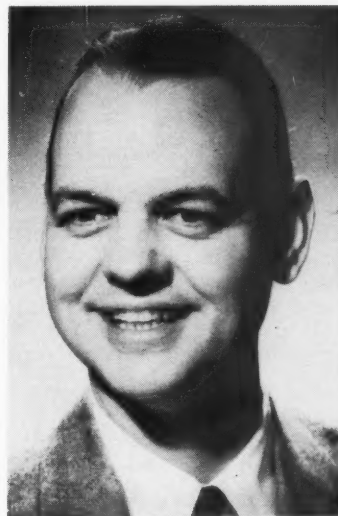
COMMITTEEMAN OF THE MONTH

The last Committeeman of the Month for 1956 is Jack L. Curtis who became a life member of the Chamber of Commerce on December 5.

Jack's amazing record as a committeeman began with work on the Committee in August, 1954. Since then he has qualified for a "Top Hand" Award every six months, making a total of five awards.

Jack, a native of Waco, is Executive Secretary of the Dallas Association of Insurance Agents, a group originally organized by the Chamber of Commerce. He has been active in insurance circles for 11 years and has been a member of the Association for the past three years.

A graduate of the School of Law at Baylor University, Jack is a member of the Dallas Rotary Club, The Insurance Club, the Texas Society of Association Executives and the



JACK L. CURTIS

American Society of Association Executives.

He, Mrs. Curtis and their children, Jim and Leanne, reside at 2627 Larry Drive, Garland.

Ralph F. Sledge, 431 Oil & Gas Bldg. (Jerome K. Crossman)

Services: Business and Personal

Sam Snead School of Golf, Inc., 1307-A Elm; Charles A. Palmer (Bill Blaydes)

Helen Barbaria Charm School, 2503 McKinney; Helen Barbaria (Nat Ryan)

City Linen Service, Inc., 4506 Cole; Vernon Leatherwood and Guy Leatherwood (Ned Meyerson)

Manufacturing and Processing

Doyle's Jiffy Street Map of Dallas, 8915 Harry Hines; J. M. Doyle (Nat Ryan)

Southwest Air-Map Company, 1340 Preston; Ogden Brower (Lee Wildes)

Retail

White's Suburban Fashions, 1920 Abrams; R. H. White (Jack Wantland)

Hotels, Motels and Restaurants

Banker's Restaurant & Bar No. 2, 1312 Commerce; Nick Phillip Carnegis (Jim Henderson)

Construction

Five Point Plumbing Company, 9915 Harry Hines; W. D. McInnish (Nat Ryan)

Wholesale and Distribution

A. P. Bargman Sales Company, 1710 Jackson; A. P. Bargman (Ned Meyerson)

The DeVilbiss Company, 2468 Irving; W. Clark Spruce (Nat Ryan)

Irving Tool & Die Company, 1315 Levee; Kenneth W. Cain (Nat Ryan)

Terrell Johnson Engineering Company, 2514 Sylvan; Terrell Johnson (Nat Ryan)

4-H Poultry & Egg Company, 2112 Canton; J. P. Butler (Frank Adams)

F & F Enterprises, Inc., 2202 Irving; F. C. Ford (Nat Ryan)

Mystery Cash Jackpot of Texas, Inc., 2102 Jackson; Eugene Coker (Jim Henderson)

Warren Supply Company, 1841 Levee; Warren Badgley (Nat Ryan)

Transportation, Transfer, Storage

Trans-Texas Terminal Warehouse, 8700 Sovereign Row; Lon Starke (Frank Adams)

Ace 1 Delivery Service, 940 N. Industrial; Albert Santos (Nat Ryan)

Dallas Warehouse & Distributing Company, 1 511511-s/flo Jg*, (zMTvdsffUoaa pany, 151 Leslie; F. J. Shook (Ned Meyerson)



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Industrial Publications, 145 Payne; Bernard Myers (Erich Downs)

Revaluation

(Members increasing their investment in the Dallas Chamber.)

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DRAKE, ALEXANDER & DRAKE	PIPER-WEATHERFORD COMPANY
EAST TEXAS MOTOR FREIGHT LINES	TEXAS DELIVERY SERVICE
EMPIRE TERMINAL WAREHOUSE	TOOL SUPPLY & ENGINEERING COMPANY
GRANDE LODGE MOTEL, INC.	TOWNE INDUSTRIAL EQUIPMENT, INC.
A & B TRANSFER & STORAGE	ITALIAN VILLAGE
AIRLINE VANS	KOON-McNATT STORAGE & TRANSFER CO.
BEREN, JAFFE, ET AL	MARR COMPANY
CAUDLE ENGRAVING COMPANY	NATIONAL CYLINDER GAS COMPANY
CENTRAL FORWARDING, INC.	NATIONAL SHIRT SHOPS
IKE CLARK SPORTSWEAR, INC.	NEBO OIL COMPANY
GARDNER BROS.	SUN OIL COMPANY
HARBEN-SPOTTS CO.	PAUL C. TEAS
HIGHLAND MOTEL	TEXAS EXPRESS CO.
HOLIDAY OIL COMPANY, LTD.	TEXAS MEAT PACKERS, INC.
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DALLAS • DECEMBER, 1956

Dallas

Clubs and Associations

Editor Renamed to Pilots Board.

George E. Haddaway, Dallas, editor and publisher of Flight Magazine, has been re-elected a director of the National Pilots Association.

Mr. Haddaway also is currently on President Eisenhower's committee to find better ways to control planes while they are in flight.

National Pilots Association is a non-profit organization formed two years ago "to encourage the advancement and development of civil aviation and the science of aeronautics and to protect the mutual interests of all United States pilots."

★

Officers Chosen by Kiwanis Club.

David H. Stanley has been elected president of the North Dallas-Park Cities Kiwanis Club for 1957.

Other new officers include Charles O. Shields, first vice-president; John Plath Green, second vice-president; and Will C. Jones, Jr., treasurer. Roland O. Cox was re-elected secretary.



VOLDING

Cost Accountants Elect Volding.

The National Association of Cost Accountants has elected Merle J. Volding, assistant auditor of the Dallas Times Herald, to membership in the Dallas chapter.

Mr. Volding, a 1949 graduate of the University of Iowa, joined the Times Herald in January, 1954. He formerly was associated with the Southern Union Gas Company and served three years in the U. S. Army Signal Corps during World War II.

Risk Group Installs Dallas Man. The Life Agency Cashiers Association of the United States and Canada has installed Ray Tuel of Dallas, Republic National Life Insurance Company, as its new national president.

Dallas only recently won out as the association's national headquarters city for the next two years. This authorizes the Dallas chapter to use its own officers as officers of the national association.

Other Dallas people named national officers include Miss Olive Matheson, first vice-president; Emory Martin, second vice-president; Mrs. Dorothy Wyland, third vice-president; Mrs. Veneta Huffhines, secretary; Miss Ann Koenig, assistant secretary, and Charles R. Floyd, treasurer. Named directors were Ed Solon, chairman; Clarence Shillian, Mrs. Sally Jones, and Miss Dorothy Roach.

★

Surveyors Group Names Head.

Chester W. Terry, 5511 Richmond, drafting and surveying division chief for Texas Power & Light Company, has been elected president of the Texas Surveyors Association.

Mr. Terry, a graduate of Texas A&M College, has been with the utility company for more than 20 years.

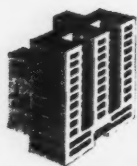


"Humbug? That means it's kinda square, honey."

ELECTROTYPERS

SAM ROSS McELREATH CO.

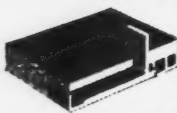
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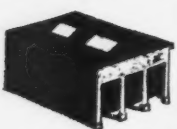
... IN CHURCHES



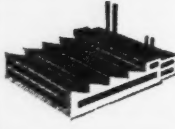
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Clubs and Associations



BRACK

Rex Brack Elected to Conference.

Rex Brack, vice-president of traffic and sales of Braniff Airways, has been elected president of the Air Traffic Conference for 1957 at the semi-annual meeting of the group held in Las Vegas. Mr. Brack currently is first vice-president of the conference. He also is a member of the executive board and advertising committee, and is Braniff's member representative to the International Air Transport Association.

Dallas Man Heads Council on Industry.

Thomas W. Finney, Dallas industrial development specialist, has been named 1956-57 president of the Southern Industrial Development Council. Mr. Finney was elected during the annual convention of the organization in Jackson, Mississippi.

Apparel Group Names Officer. Sherman L. Goodfriend, president of the American Fashion Association, Market Division of the Dallas Chamber of Commerce, has been appointed southwest regional vice-president of the National Association of Women's and Children's Apparel Salesmen, Inc., to fill the unexpired term of the late Glen Thompson of Kansas City, Mo.

Dallasites Named to Bar Committee.

The American Bar Association has appointed J. Cleo Thompson to a three-year term as a member of the standing committee on the Bill of Rights.

Whitney R. Harris has been named to serve as a member of the standing committee on resolutions.

Club Plans Engineering Foundation.

The Engineers Club of Dallas has formed the Southwestern Engineering Foundation to encourage engineering development through scholarships and research.

The non-profit foundation will be incorporated under the laws of Texas and will serve as a center for engineering and scientific development in Texas, Oklahoma, Arkansas, New Mexico and Louisiana.

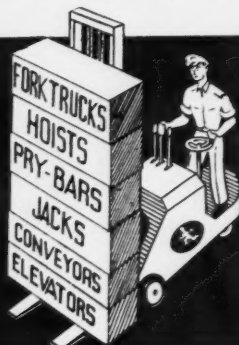
The foundation will be empowered by its charter to accept bequests and gifts in order to carry out its purposes of scholarships and research.

In the past 20 scholarships have been awarded to deserving students in the Dallas area by the Engineers Club.

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Clubs and Associations

Consulting Engineers Expand to Include Structural Group. The Texas Association of Consulting Engineers, Dallas-Fort Worth Chapter, has accepted the structural engineering firms of this area as part of their official organization. This brings the association's membership to 26 member firms of professional independent engineers located in the Dallas-Fort Worth area.

The local chapter of the Association was organized in 1954 for the purpose of establishing high professional standards in the practice of consulting engineers. Today the member firms of this organization are doing billions of dollars worth of buildings each year, not only in Dallas and Fort Worth and the Southwest, but in foreign countries as well.

★

Advertising Association Elects Directors. Miss Virginia Parsons, president, Parsons Associates, Inc., 9206 Sovereign Row, Dallas, is among the six new directors elected by more than 1,800 delegates to the Convention of the Direct Mail Advertising Association.



Mass Polio Inoculations Given Rotary Club Members

To arouse the adult population to action in taking polio shots and to set up an inoculation program or pattern for other civic organizations to follow, mass polio inoculations were given members of the Park Cities Rotary. Shown are Dr. Ben H. Carroll, of Smith-Carroll Clinic, inoculating Rotary member Tim Carroll, assisted by Mrs. Glenn Byrd, R.N., also of the clinic.

Trucking Group Elects Dallasite. Leonard Brown of Dallas has been elected a vice-president at large of the American Trucking Association.

Legal Group Elects Trustee. Jerome K. Crossman, Dallas oil man, has been elected a trustee of the Southwestern Legal Foundation.

Do they look forward to your ANNUAL REPORT?

Probably, because the items at the end of the Statement are of some interest to Shareholders. But they'll read *more* of your message, understand *more* of your facts and figures, appreciate *more* what you are trying to do and think *more* of you and the company if your report is presented in modern, attractive art techniques. A quick look at FORTUNE or a few of our samples will show you what we mean.

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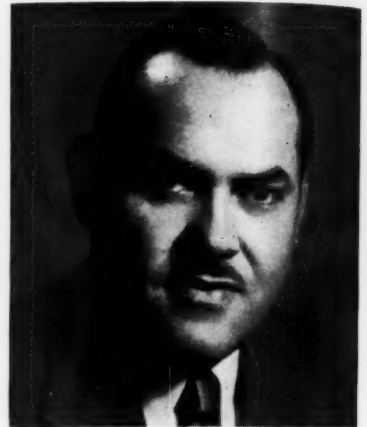
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Clubs and Associations



LINSKIE

Engineers Name Officers. George A. Linskie has been elected president of the Engineers Club of Dallas for the current club year which expires in the fall of 1957. Mr. Linskie is president of George Linskie Company, Inc., mechanical contractors.

Other officers chosen are S. "Ebb" White, of Seaboard Oil Company, vice-president; Joe Woodward, also of Seaboard, secretary; and Jack Egloff, of Peat, Marwick, Mitchell and Company, treasurer.

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DALLAS • DECEMBER, 1954

Dallas

CHAMBER NEWS



CRAWFORD

Crawford Joins Retail Merchants

James Robert Crawford has assumed duties as Manager of the Dallas Retail Merchants Association where he will act in an administrative capacity in coordinating promotional work for the association.

Mr. Crawford came to Dallas from Wichita, Kansas, where he served as an advertising representative for the *Wichita Beacon*. He attended the University of Wichita and received a Bachelor of Journalism degree from the University of Missouri.

Arriving in Dallas in September, 1952, Mr. Crawford began as advertising representative for the *Dallas Times Herald*. He stayed with *The Herald* until he assumed the responsibilities of the Merchants Association managership.

He is a member of Greater Dallas Toastmasters Club, Phi Kappa Psi Alumnae Association, Alpha Delta Sigma, national professional advertising fraternity; and is secretary of the Dallas-Missouri Alumnae Association.

He is also a member of Covenant Presbyterian Church, Farmer's Branch. Mr. and Mrs. Crawford and their sons, Mark and Kurt, reside at 3161 Longmeade Drive.

Manufacturers Elect Officers

W. C. Harris, division manager of McKesson & Robbins, Inc., was elected 1957 president of the Dallas Manufacturers and Wholesalers Association at the group's annual President's Luncheon, held at the Downtown Club.

Other officers elected for the coming year were: J. E. Tisdale, president, Graham-Brown Shoe Company, vice president; Frank C. Heenan, general manager, Johnson & Johnson, vice president; H. L. Howard, executive vice president, Temco Aircraft Corporation, vice president; Vance Foster, vice president, First National Bank in Dallas, treasurer; M. E. "Mark" Hannon, Dallas Chamber of Commerce, executive secretary-manager.

The program for the meeting also included installation of ten new directors to serve on the Board of Directors for a three-year period. They are: Donald C. Bennett, manager, market division, Magnolia Petroleum Company; Max Clampitt, president, Clampitt Paper Company; Ashley DeWitt, president and general manager, Briggs-Weaver Machinery Company; C. T. Ellis, vice president, The Schoellkopf Company; and Carl M. Finley, branch manager, Moncrief-Lenoir Manufacturing Company.

Also: Gifford K. Johnson, vice president and manager of production, Chance Vought Aircraft; Arch Lyles, president, Lyles-Van-DeGrazier Company; J. Frank Martino, general manager, Butler Brothers.

ers; J. Durrell Padgett, Jr., secretary-treasurer, Padgett Brothers; and George H. Traylor, executive vice president, Haughton Brothers.

Retiring president D. O. Tomlin will continue to serve on the Board of Directors in an ex-officio capacity for one year.

Retiring directors of the association are: Richard W. Blair, Jr., president, Jones-Blair Paint Company; Leland S. Dupree, vice president, Republic National Bank; E. C. Inglish, vice president and general manager, John Deere Plow Company; Lawrence B. Jones, president, Mosher Steel Company; W. G. Medaris, president, Medaris Company, Inc.; Robert M. Olmsted, president, Olmsted-Kirk Company; William H. Philp, vice president, Huey & Philp Hardware Company; C. A. Tatum, president, Dallas Power & Light Company; L. H. "Jack" Wilkinson, Wilkinson Brothers.

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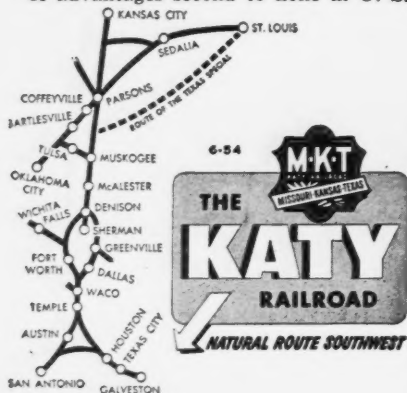
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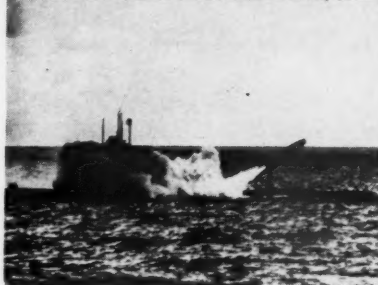
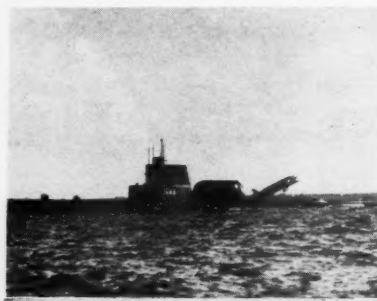
THE KATY IN DALLAS

Standout Katy-developed industrial locations include Air Lawn, Garland, Farmers Branch, Cedar Crest and similar areas in greater Dallas. Newest home for Dallas industry is the Windsor-Katy Brook Hollow District, ideal in location, beautiful in appearance, a complete range of advantages second to none in U. S.

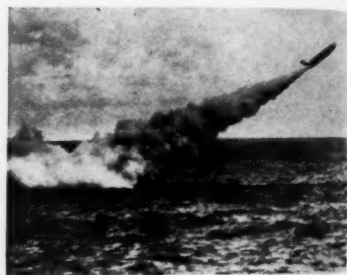


Dallas

AVIATION



First sequence photos of a missile launching from a submarine to be released by the Navy, these pictures illustrate that the combination of Regulus I guided missiles and submarines has given the U. S. Navy an intercontinental missile capability today, instead of in the years to come. Aboard the *USS Tunny* in mid-Pacific, the Navy's first operational attack missile, built by Chance Vought Aircraft, is (1) rolled from the hangar built on the submarine's deck onto the launching rack and the rack hoisted to firing position; (2) jet engine and rocket boosters are started, and (3) the missile roars toward its target hundreds of miles away. Submarines can surface, fire the Regulus and submerge, all within minutes.



Temco Develops Rocket-Propelled Target. A new small high-performance missile target, the XKDT-1, that "looks" as large as a fighter on radar scopes soon will be used to sharpen the aim of Navy fighter pilots and missile men.

The rocket-propelled target will be a low-cost, expendable device developed by Temco Aircraft Corporation, Dallas. It will be capable of operating at sonic speeds and at altitudes of more than 50,000 feet.

Temco's contract with the Navy, awarded after a design competition, calls for the design, construction and flight testing of evaluation quantity of the target drone systems, which include launchers, check-out and handling equipment.

Bell Aircraft Gets Army Study Contract. The Texas division of Bell Aircraft Corporation has received a \$57,719 Army Transportation Research and Development Command flying crane helicopter engineering study contract.

The object of this and the five other similar studies now going on in the industry is the visualization of a large helicopter with heavy lifting capabilities for ranges up to 100 miles. The new breed of helicopters will be functionally designed to transport as much as 16 tons of materials a relatively short distance. One possibility is a four-rotor arrangement.

The Bell investigation will be completed in early 1957.



TEMCO'S XKDT-1, a new target drone, is launched from carrier-based aircraft equipped with air-to-air missile apparatus.

Aviation

Southwest Airmotive Gets First-Of-Kind Contract. A contract to overhaul jet aircraft engines has been awarded Southwest Airmotive Company, Love Field, by the U.S. Department of the Navy.

This is the first contract for the overhaul of any type aircraft engine — jet or reciprocating — to be assigned by the Navy to a non-manufacturing facility since the end of World War II.

To be accomplished at Southwest Airmotive's 100,000 sq. ft. engine plant at Dallas' municipal airport, the contract involves the rework of approximately 300 engines for a total of approximately \$750,000. It calls for the overhaul and modification of J33-A-16 engines to J-33-A-24A configuration, and of J33-A-16A engines to J33-A-24's. Southwest Airmotive also will overhaul the engines' main fuel controls. The engines involved will be used on Navy T-2V1 jet trainer aircraft.

First production is scheduled for shortly after January 1, 1957.

At Dallas, Southwest Airmotive officials said the Navy contract will be accommodated in existing plant facilities with some increase in personnel. The SAC plant in July, 1955, became the nation's first non-military, non-manufacturing jet engine overhaul shop after investment by the company of approximately 1½ million dollars in specialized tooling, equipment, and brick-and-mortar.

SAC today remains the industry's only concern of its type to be engaged in jet powerplant and accessory overhaul.

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Dallas

NEWS SPOTLIGHT



ALBERT A. INGELS, National TOYM chairman, shows Tex that the time is almost at hand for TOYM's 19th Annual Congress.

TOYM Congress Set for Dallas

The 19th Annual Congress honoring the Ten outstanding Young Men of the Nation for 1956 will be held here January 18 and 19 at the Statler Hilton.

Originated in 1934 by Durward Howes, the program stands as a recognition by thousands of Jaycees to young men who have given exceptional contributions to their profession or outstanding service to their community, state and nation. The Ten Outstanding Young Men, while not required to be Jaycees themselves, must be between the ages of 21 through 35. The honorees must also exemplify the Jaycees' nationwide program of leadership training and civic improvement.

Invited to the Dallas ceremony this year are all past recipients of the honor. Also included on the guest list are national leaders in commerce, industry and labor, the cultural arts, the world of sports, and distinguished men of the professions and government.

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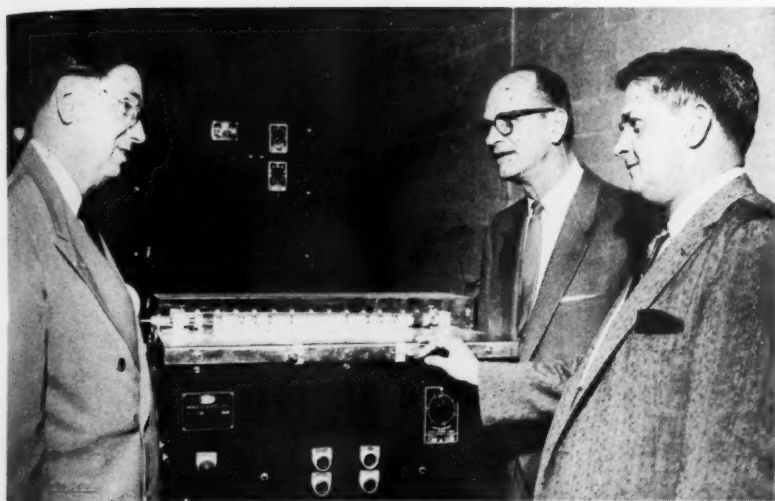
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DALLAS, 19, TEXAS

DALLAS • DECEMBER, 1956



REMINGTON-RAND representatives discussing the new RE-CO Synchromatic Camera and Magna-Flo Processor, a Dallas manufactured product. Left to right are: W. L. Cornwell, sales manager, Remington Rand, New York, N. Y.; Hal C. Newman, manager, Reproduction Equipment Sales, Dallas; and C. H. Topping, president of the Reproduction Equipment Company.

Topping Develops New Records Camera

Top flight Photo Records representatives of Remington Rand, including five from the New York Home Office, arrived in Dallas this month to view and plan national distribution of a Dallas manufactured product, the RE.CO Synchromatic Camera and Magna-Flo Processor.

On hand to meet the group were representatives of the local branch of Remington Rand, representatives of the Dallas Chamber of Commerce, members of the Reproduction Equipment Company and Ben Wooten, M. E. Hannon and John Kettle.

The revolutionary camera, conceived and developed by C. H. Topping, a former consultant engineer, has gained national and international recognition over the past five years. It is the first product manufactured in the Southwest ever to be distributed nationally by Remington Rand. There are units now in operation in foreign countries such as Saudi Arabia and Calgary, Canada.

Demands by the Petroleum industry for a photo-copy camera that would reproduce oil well logs and seismograph records in any length brought about the development of this product by Mr. Topping. Because of the high speed reproduction capacity of the camera, its expanded use for many other applications was recognized. With a travel speed of

six feet per minute, it is possible to reproduce 700 letter size documents per hour. It is also possible to photograph up to eighteen inches wide, a document one thousand feet long, in one continuous picture. The camera will utilize either sensitized paper or film equally well. The versatility of the camera attracted the attention of Remington Rand, national manufacturers and sales company of all types of business equipment, and resulted in a sales contract for the national distribution of this Dallas made product.

The Reproduction Equipment Company, located at 1831 Levee Street, Dallas, Texas, will remain the manufacturing and distributing point for this product. Mr. Topping is president of the Company. Other members of the Corporation are Bud Edgar and Herbert Jackson. The Reproduction Sales Company, same address, is headed up by Hal C. Newman.

★

New Press Units Rolling The News.

Eight new press units, installed at a cost of \$900,000, have been put into operation to speed printing of The Dallas Morning News.

Installation of the new presses was started last May, and they now will supplement 16 units that have been in use. Like the others, the eight new units are Hoe & Company color convertible presses.

The News now is geared to run off 64-page papers at the rate of 42,000 an hour with a top speed of 57,000 papers an hour if the need arises.

A Gourmet's Delight!

... and the home of the famous Southern Kitchen Chicken and Seafood Dinner. Your friends and your family will love this oasis of excellent cuisine and one of Dallas' finest wine cellars.

- Famous Chicken and Seafood Dinner
- U. S. Prime Charcoal Broiled Steaks
- Prime Rib Au Jus

OPEN
DAILY
5:30 to
10:30 p.m.

SUNDAYS
12:00 Noon
to 9:00 p.m.



half mile
north of circle

Phone:
FL 2-5220

Recommended By Gourmet
Member T.R.A., Diners' Club



JAS. K. WILSON invites you to meet John Miller of their Young Men's Shop, Downtown. Mr. Miller was recently appointed Assistant Manager of the Department and his experience in the Young Men's clothing field qualifies him to serve you correctly. The Young Men's Shop is on the Fourth Floor, Downtown, and Second Floor at the Highland Park Village Store.

Advertisement

THE evening of December 7th was an evening of surprises for the crowd assembled in the grand ballroom of the Adolphus Hotel. Seldom has so much curiosity been aroused concerning an annual meeting of the Dallas Chamber of Commerce, and seldom has the crowd's anticipation been so well rewarded.

There were two surprises: The revelation that the mystery subject for the "This Is Your Life" show was actually the City of Dallas; and second the announcement that Dallas had been selected by the Air Force Association as the site of the AFA's 1958 convention.

The excitement was running high when TV Star Warren Culbertson stepped into the spotlight the night of the big program and told of the subject's rise from a log cabin to international fame. Then as the spotlight swept over the tables, Warren Culbertson broke the suspense when he announced: "... This Is Your Life ... Dallas, Texas." And as the organ played "Big D" curtains were drawn on a large blow up of the Dallas skyline at the rear of the stage.

Then began a parade of colorful characters from Dallas' past, headed by Dallas' first mayor, Dr. Samuel B. Pryor



"This is your life . . . Dallas, Texas. You have left behind you a century of proud progress and you are entering upon a century of profound promise. This is your life, Dallas. And it's only just begun." Thus ended the program

1956 Annual Meeting

Chamber Program Salutes First Century

(Gordon Stack), who told of the village of log buildings which had grown to a half-mile square by the time the pioneer fathers decided to incorporate their community. Dr. Pryor was followed by *Dallas Herald* editor J. W. Swindell (Bill Crowds), who pictured Dallas during the trying days of the War Between the States.

After the war came the railroads, and appropriately enough their coming was described by John Sumner (Hillman Taylor), who was the conductor of the first H&TC train to puff into Dallas. There were badmen in those early days too, and tales

of such notorious desperadoes as Sam Bass, Belle Starr, the Younger brothers and Jesse James, were related by the bartender of the Last Chance Saloon, Mike O'Grady (Charlie West).

Organization of the Commercial Club, forerunner of the Chamber of Commerce, was described by railhead merchant Phillip Sanger (Irv Manney) who told of how Dallas businessmen learned early of the necessity for teamwork. Another early businessman, J. B. Simpson (Don Sauerman) described the difficulties of staging the first State Fair of Texas.

Dallas learned how to plan, and the importance and fruits of planning from George E. Kessler (Jack Hermann) who told of how Dallas dreamed big dreams in 1911 and of how determination made those dreams come true.

The president of the first SMU student body, a young graduate named Umphrey Lee, described how Dallas set its cap for SMU when the plans for the school were first announced, and he told of how Dallas and SMU had grown and progressed hand-in-hand. Dr. Lee was out of the city on the evening of the meeting, but he told his part of the Dallas story on film.

Dallas leads the Southwest in aviation progress, and has ever since a dreary May day back in 1926 when a pioneer pilot took off from Love Field and pointed the nose of his small biplane toward Chicago. Pilot Herb Kindred (Hugh Feagin) told of how the Dallas Chamber had to furnish free hangar and office space to the first commercial airline to serve Dallas and how 100 lbs. of airmail daily had to be guaranteed. A far cry from the situation today when major airlines are scrambling to serve the lucrative Dallas market.

No salute to the history of Dallas would be complete without a contribution from Mayor Bob Thornton, who has played

Mustachioed Irv Manney, portraying early day merchant Phillip Sanger, makes a last minute script check with Master of Ceremonies Warren Culbertson.



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The Dallas Report

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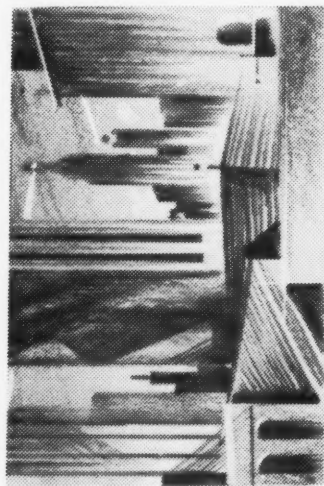
MEETING
DECEMBER 7

VOL. 1 NO. 1

DALLAS, TEXAS, DECEMBER 1956

HEADLINE YEAR FOR DALLAS CHAMBER

**Sales Reach
New Records**



New Construction

**Members Receive
Chamber Report**

**Outlook
Bright
for '57**



The Dallas Report

Published at Dallas, Texas, by the
Dallas Chamber of Commerce

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Vice Presidents

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C. A. TATUM, JR.

ANGUS G. WYNNE, JR.

Vice President and

General Manager

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Treasurer

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National Councilor: PAUL CARRINGTON

DIRECTORS

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LESTER T. POTTER

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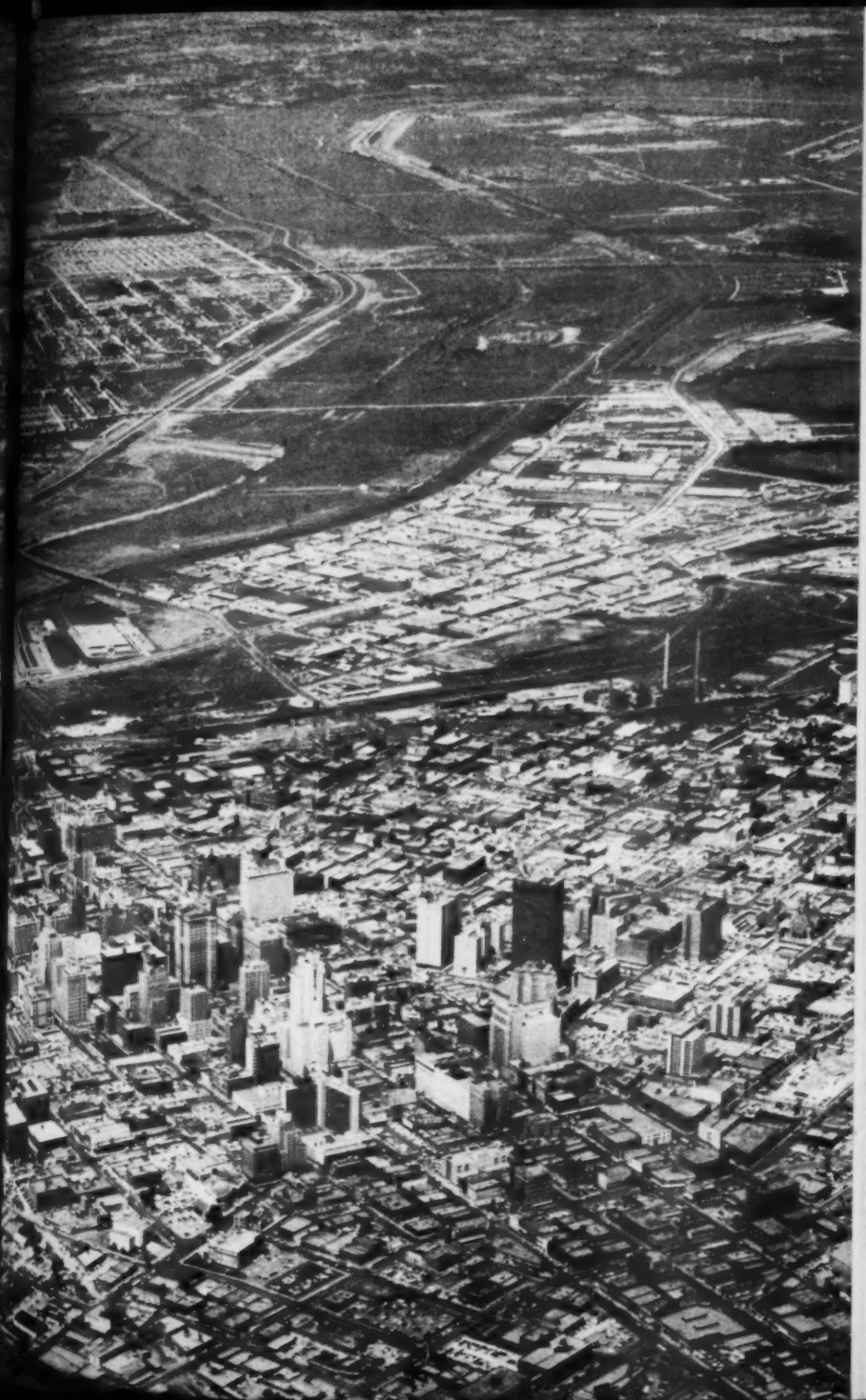
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TON, JR.







CONVENTIONERS LEAVE \$20-MILLION IN DALLAS

Big D Now One of Top Ten Convention Cities

Dallas' stock as a convention center went off the top of the board in 1956 as 52 national and international conventions helped swell the year's harvest to some 380,700 convention visitors. This represents a 20% increase over 1955 and accounted for over \$20-million in "extra" money poured into the business channels of the community.

The American Bar Association, American Chemical Society, and National Retail Farm Equipment Association were among the big names attracted to Dallas in 1956.

Just as the opening of the Statler Hilton gave Dallas new convention opportunities this year, so the completion of the Sheraton-Dallas promises to add further stimulus in the future. Among the outstanding conventions already booked for coming years are: Associated General Contractors of America, Kiwanis International, Rotary International, American Dental Association, National Association of Life Underwriters, and American Medical Association.


The Chamber's Convention Department has already booked national meetings into 1961.

This report is not routine!

PRELIMINARY REPORT

1954 Census of Business RETAIL TRADE

UNITED STATES SUMMARY



Category	1954	1953
Total	1,000,000	950,000
Food	200,000	190,000
Apparel	150,000	140,000
Home Goods	120,000	110,000
Automotive	80,000	75,000
Electronics	60,000	55,000
Other	190,000	180,000

sites
made-to-order
airport-based
industries!



all this...

- Statler-Hilton Hotel
- Sheraton Hotel
- Mainline Railroad
- Air Routes
- Construction Records
- Office Buildings
- Convention Auditorium
- Water Reserves
- Airport
- Turnpike
- Industrial Districts



With your company
help in the
marketing process



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what do you get from your

city hall

Nation's Top Industrialists Get Dallas Story

Over 6,000 top executives of American industry have received the Dallas story consistently and from several challenging angles during 1956.

An intensified direct mail campaign was launched with the new year. "All This . . .", a startling summary of the outstanding achievements in Dallas during the preceding year, was the first mailing piece. This was followed during the year with three other colorful four page brochures each of which pointed up a fresh and unique facet of Dallas.

In succession, the direct mail campaign developed these new angles on the Dallas story: (1) Dallas led all other major retail markets in increase of retail sales shown in the 1954 Census of Business; (2) Dallas' clean, business-like, economical municipal government is a major civic asset; and (3) Dallas' Redbird Airport offers unexcelled advantages as a location for airport based industry.

In addition each piece drove home the Dallas-Southwest theme that the Chamber has preached for two decades.

On a rifle-shot basis, the Chamber also used advertisements in national magazines to further its campaign to bring new jobs and payrolls to Dallas. Such ads were published in *Sales Management* magazine and in the *Site Selection Handbook*.





ELECTRONICS SPEEDS MEMBERS' ANSWERS

Central Records Data Put on Punch Cards

Pioneering a new field, the Dallas Chamber applied the latest business machine techniques to the mountains of statistical data available on member firms. Already in use, the system will be perfected and will serve as a guide for other commercial associations throughout the country.

First step in the new system was to place the responsibility for all general records and research in one department which operates as a service to other departments of the Chamber and to member firms. Next, comprehensive data regarding the business activities of every member of the Chamber were obtained by questionnaire and personal follow-up.

These data were recorded on Remington Rand punch cards giving the Dallas Chamber the most complete records it has ever had on the business life of the community. Five cards per member were required to carry the detailed information. Compilation of information from the punch cards is now a matter of hours instead of the days, weeks or months of slow clerical labor which was formerly necessary in order to obtain such information on the City.

Not only do the new business machine techniques enable the Dallas Chamber to have more complete data and provide better service to its members through all departments, but they also enable the Chamber to expand its directory, **KEY TO BUYING**, and to compile this comprehensive book with minimum effort and expense.





FIGHT FOR IMPROVED AIR SERVICE INTENSIFIED

As the year waned the Chamber and the City of Dallas had opened a new front in their battle for improved air transportation. Favorably defined as the "Dallas-to-the-West Case", it is scheduled for an early CAB hearing. In preparation Dallas has perfected close liaison with twelve other Texas, New Mexico, Arizona, Nevada, and California cities. The cities' Joint Exhibits seeking new and improved service will present a unique and effective solid front to the CAB.

Earlier in the year Dallas reaped the first benefits of its long struggle before the CAB as Braniff International Airways inaugurated competitive service to the Northeast. However, even as passengers enjoyed the new competitive service, Dallas was being forced to wage a strong defense of its air traffic in the "Ft. Worth Investigation", currently being heard by the CAB.

Development in this case, at the half-way point, seemed favorable to the Dallas cause.

COLUMN

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101

COMMERCE

By Mason Walsh

Stood just outside the entrance to Independence Hall in Philadelphia, watching a group of fellow conventioners cluster around the Liberty Bell. A man standing nearby noticed "Dallas, Texas" on my convention badge.

"From Dallas, eh?" he said. "You all still fighting over that airport business?"

Couple of days later, in Washington, D. C., wandered over to the National Press Club for lunch. Fell into conversation with a couple of capital correspondents, and mentioned Dallas.

"Dallas is one place I've never been that I sure want to go," said one. "I want to get a firsthand look at Love Field and Carter Field. I've heard so much about both of 'em at CAB hearings that I'd like to see what all the talk is about."

"I stopped over between flights at Love Field a couple of years ago," the other man said. "But I've never actually visited Dallas. I'd like to see the city."

A New York cab driver taking me to the terminal one evening several months ago asked where I was headed. "Texas," I told him. "What town?" he asked. "Dallas."

"Good old Dallas," he said. "I used to get down there now and then during the war. I was stationed up at Wichita Falls, and whenever we could, a bunch of us servicemen

(Continued on inside back cover.)

EVERY DAY IN DA...

Transportation Department reported in proceedings for better freight service before state Commerce Commission and Commerce Texas. All decisions handed down have Dallas' stand.

Information Department reported over pieces of correspondence coming from every state in the union and many foreign countries over 25 maps have been distributed and have to over 50,000 interested persons.

Market Division reported 1,000 business 26 states attended the American Association 1956 market seasons. And the states took part in AFA's second year.

Manufacturers and Wholesalers Division announced that in 1956, there are 1,786 manufacturers and 2,791 wholesale firms in the United States with only 1068 manufacturers as counted in 1947 and 1948.

Membership of the Chamber was 7,206, the highest in history compared to the same date in 1955. This is the third Chamber in the U. S.

DALLAS magazine distributed 100,000 copies during 1956 to manufacturers, states and two foreign countries. The magazine published nearly 1,000 articles and half a dozen popular short novels.

IN DA by The Chamber

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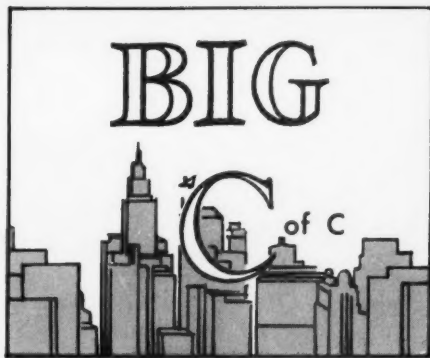
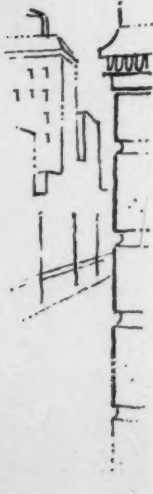
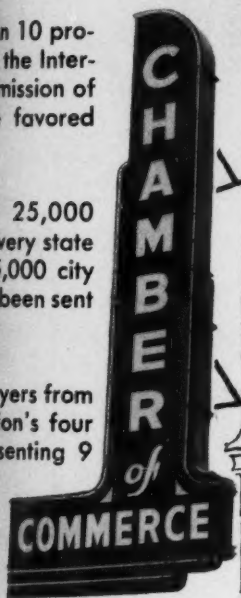
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By Paul Crume

Dallas is an unusually fortunate town. It has hundreds of men of wealth and hundreds of thousands of the rest of us who keep busy eighteen hours a day thinking up ways for them to give their money away. This produces hospitals, libraries and civic monuments. It causes the captains to make the wheels of industry turn over faster. It also probably produces heart attacks, but that is not important. The important thing is that we are all on the same side, we all work hard and there is somebody around to pick up the check.

In wide travels all the way between Dallas and Lariat, I have noticed that the thing that makes Dallas tick is that the people work. In New York they don't work. They sit around in offices and talk about it. In San Francisco, they get it over with so they can get over to the neighborhood bar at twilight and swap talk. In New Orleans, they never heard of it.

So fast is the Dallas work pace that one good New York-style advertising conference would throw work back here a week.

Anyhow, the average Dallas man doesn't realize how hard he really does work, comparatively. He works hard and long hours at the office. In his spare time, he works hard as a Scouter, or a First Methodist, or a fund raiser for crippled kids or a Chamber of Commerce worker. For amusement, he goes

(Continued on inside back cover.)

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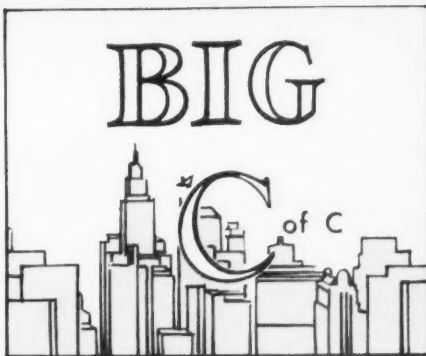
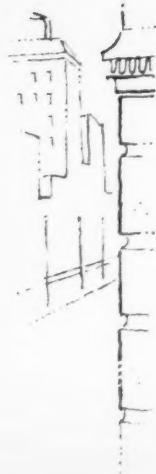
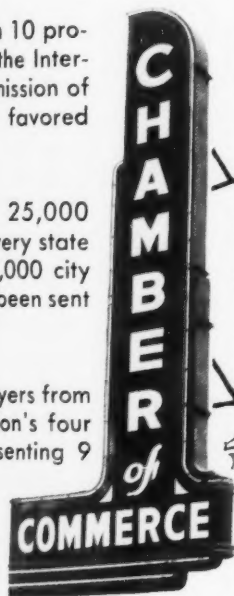
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(Continued on inside back cover.)





DALLAS GETS FOURTH MART BUILDING

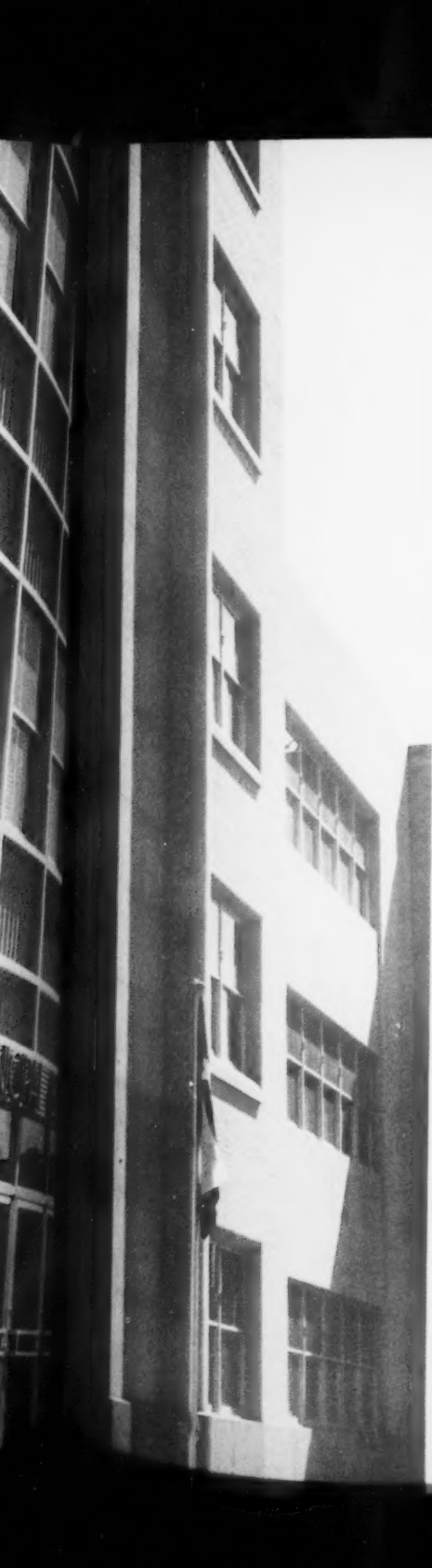
Dallas' leadership as the market center of the Southwest was nailed down even more securely this year as construction was started on the new \$6½-million Southwestern Home Furnishings Mart.

This makes the fourth mart type operation to be established in Dallas. The Merchandise Mart houses more than 2,000 general merchandise lines. The Santa Fe Building Mart provides permanent display for more than 250 merchandise lines. And the Decorative Center, unique in its field, houses more than 60 decorator lines with interior decorators bringing clients here from all parts of the Southwest. Each of these marts attracts buyers to Dallas virtually every day of the year.

In addition to these permanent operations and individual display rooms and sales floors, 18 major market shows are held in Dallas hotels each year. Each of these seasonal shows attracts from 500 to 5,000 retail store buyers.

The Chamber, exhibitor organizations, and mart operators co-operate in continual promotional campaigns to maintain Dallas' leadership as the market center for more than 20 states and several Latin American countries.



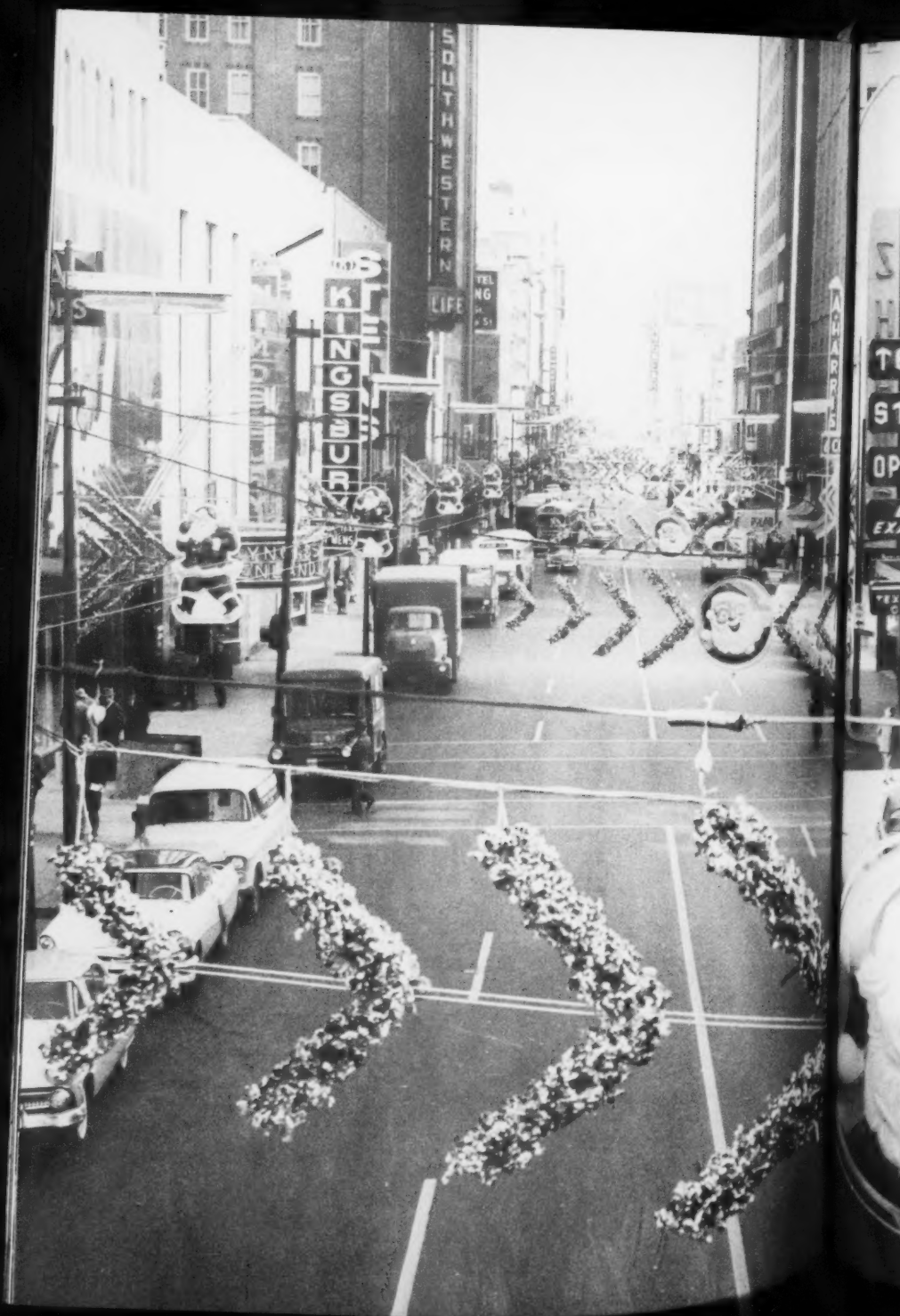


Centennial Year Occasions Salute To Superior Municipal Government

It was "on or about" February 2, 1856 that Dallas was born as a political entity. Many of the facts are hazy because they were apparently never recorded. The founding fathers were seemingly more interested in getting the job done than in getting personal credit set down where all could read... a character trait we fortunately still find ruling City Hall today.

One of the greatest assets Dallas has to offer a business or industry is its efficient, businesslike government. Here the City Hall offers business *Partnership not Partisanship*. And this fortunate and unusual situation was called to the attention of the country's industrial leaders in a mailing piece produced by the Chamber. Likening the municipal government to a corporation with the Council as directors, it singled out these dividends resulting from business-like government: better public services, lower taxes, long range planning to protect our future.

To encourage the continuation of such enlightened government, DALLAS magazine inaugurated a monthly feature called "City Hall Report", so that businessmen could keep abreast of the City's problems, needs, and plans.





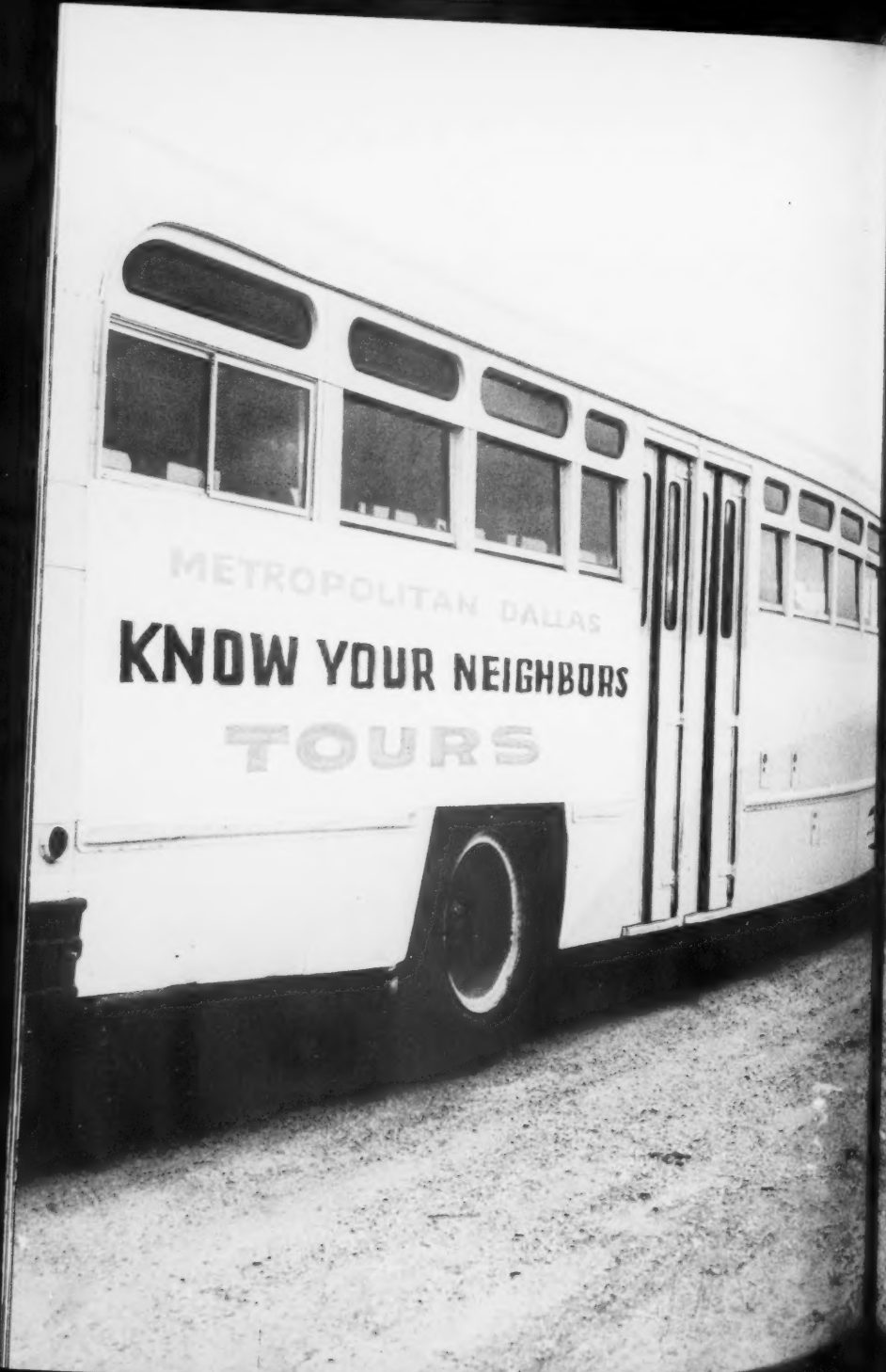
Census Reveals Dallas as Nation's Fastest Growing Retail Market

Publication of the Census Bureau's report on Retail Trade this year was the official and gratifying payoff for years of Chamber work in Dallas' retailing vineyards. Between the two census years of 1948 and 1954, retail sales for the United States as a whole had increased 32% while metropolitan Dallas showed an increase of 55%.

This was the greatest increase scored by any billion dollar retail market in the entire country.

Many years of Chamber led or coordinated efforts are reflected in this outstanding growth. Even as *The Dallas Report* goes to press a new and far-reaching Christmas-Cotton Bowl Festival program is underway with street decorations and an extensive advertising program pointing up Dallas as a place to visit during the holiday season.

This promotion, financed by the entire business community, climaxes a year long series of such campaigns. Prominent among these were Dallas Centennial Days in February and Dallas Cotton Festival, coinciding with National Cotton Week, in May.



METROPOLITAN DALLAS
KNOW YOUR NEIGHBORS
TOURS

DALLAS LEADERS "DISCOVER" METROPOLITAN DALLAS



MESQUITE
CITY LIMITS
PLEASE OBSERVE
TRAFFIC LAWS

To know is to appreciate. And through a Chamber sponsored series of tours, Dallas leaders from all sections of the metropolitan area have secured a fresh appreciation of Metropolitan Dallas — its problems, opportunities and achievements.

Chartered busses took businessmen up and down the county from Seagoville to Carrollton and from Garland to Lancaster. In every quarter they found outstanding and often surprising examples of the manner in which every neighborhood has contributed to the overall development of Metropolitan Dallas.

The knowledge and understanding gained on these tours has been supplemented by a permanent organization — the Metropolitan Area Council — working for the future. Composed of the presidents of all the Chambers of Commerce within Dallas County, the group will work for the closer coordination of problems which affect the metropolitan area's development.



Membership Campaign Sets New Record

By November 9th, 2,119 new members had been brought into the Chamber this year with almost two months to go to reach the Membership Committee's self-imposed goal of 2,400. The campaigners weren't even breathing hard as they passed last year's total of 2,021 new members which had itself been a record year.

How this record was achieved is pointed up by a few staggering statistics: Committee

members made some 15,000 personal and telephone contacts, visiting over 8,500 firms in following up on the Membership Department's 15,000 prospect cards.

The contribution of a few dedicated workers accounts for much of the record. Here is the effort required by a Triple Life Member in signing up his 300 members in three years: travel of at least 20,000 miles, about 250 eight-hour working days!

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(Column 1101, continued)

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Fellow from Seattle whom I met in St.
ouis some months back knew Dallas, too.
I was down there for a convention not long
ago," he said. "That's a clean-looking town.
like the climate, too."

Dallas seems to be known throughout the
country for a wide variety of reasons, rang-
ing from the long airport fight to the taste
of the drinking water. But it's known, and
in most cases known favorably.

Of course, nobody ever mentions the basic
factor behind this awareness of Dallas. But
these people in other parts of the country
didn't just happen to become aware of Dallas.
It was no accident. It was planned that way
—and the planning and execution of the
plan have been done by Dallas citizens them-
selves, citizens working through one major
organization, the Chamber of Commerce.

(Big C of C, continued)

home and works in the yard. In New Orleans,
he would sit on the back terrace with a long,
tall one, and watch a gardener do that work;
but the Dallas man invests that money in
power lawn machinery so that he can spend
Sundays lubricating it and tuning it up.

With all this work about in every direction,
some people have wondered that I feel at
home in Dallas. It has never made me nervous,
though. For twenty years Dallas people have
been too busy to notice a casual watcher.

Of course, the Dallas Chamber of Com-
merce has happily exploited this Dallas idio-
syncrasy — love of work. The result is that
Dallas has acquired a reputation as a city
with "git up and git." If any newcomer
thinks Dallas is the home of a clan of Step-2n-
[etc]bits, he can get wised up by observing
the tempo of things at the Chamber of
Commerce.

None of these out-of-towners ever men-
tions the Dallas Chamber of Commerce, but
it's because of the Chamber, almost every
time, that he is aware of Dallas at all.

Need proof? Well, here are a few samples:

This past year, there have been 52 national
and international conventions held in Dallas,
and a total of 380,700 convention visitors
who spent more than \$20,000,000 here. With
one new hotel this year, and another under
construction, the convention business prom-
ises to keep getting bigger. Already, conven-
tions are booked as far ahead as 1961 for
Dallas.

Eighteen major markets are held in Dallas
each year — and those, of course, help make
a lot of out-of-towners Dallas-conscious.

Yes, from New York to Los Angeles, from
Seattle to Miami, and everywhere in between,
people are Dallas-conscious. And a lot of the
credit should go to the dedicated folks at
1101 Commerce.

Anyhow, all this has produced a city with
its own unique qualities, and one I like. It is
a city with a tradition of fine dress as some
other cities have a tradition of fine foods. It
is showy, stylish, slick and as bright in spirit
as the faces of its new skyscrapers. Its build-
ings and machines are supposed to work, just
as its people do. It has fewer things to be
ashamed of than any other city I have seen.

It has a few big things to be ashamed of,
but maybe they'll be taken care of in the
normal work load.

And, if one occasionally misses the sense
that its people are not greatly concerned with
man's nature and his place in the dark of
eternity, if all thought of the groves and
limpid streams and people of the mind seem
very remote, these too may be somewhere
here in Dallas, awaiting the day when the
work is cleared away.

DALLAS CHAMBER OF COMMERCE

1101 COMMERCE STREET

DALLAS, TEXAS



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at the annual meeting, which summoned out from Dallas' past such colorful characters as Dallas' first mayor and the bartender at the Last Chance saloon. Dallas Little Theater assisted with the program.

Looks to Second

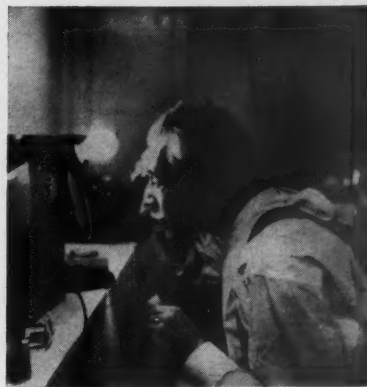
such an important part in that history. The mayor, who also had to be out of town, appeared on film to tell of the organization of the nationwide Industrial Dallas campaign which has been paying off for 30 years in new industries for Dallas.

Dallas' largest manufacturing employer is the aircraft industry and Ed Bassingthwaighe (Bob Short) has been in it since the beginning. Ed told of going to work for North American Aviation in 1940 when they were housed in a three-story building on Commerce Street. Since then he has been with TEMCO and Chance Vought. And Ed grew right along with the industry, from hourly worker to foreman to Project Administrator.

The bountiful post war years were one of the brightest chapters in Dallas' history, and they were described by a man who played a very important role in a very important era, D. A. Hulcy, former president of the Dallas Chamber of Commerce and of the Chamber of Commerce of the United States.

The This Is Your Life program was followed by Mr. Gill Robb Wilson's announcement that Dallas has been selected by the Air Force Association as the site of its 1958 national convention. Following a stirring talk on the importance that aviation has played in the history of our country, Mr. Wilson told the crowd that after traveling the world over by air, he was convinced that upon the completion of the new terminal Dallas Love Field will be the finest airport facility on the face of the earth. Mr. Wilson is chairman of the board of the Air Force Association, publisher of Flying Magazine and traces his aviation history back to World War I when he was a member of the original Escadrille 66.

Chamber president W. W. Overton, Jr., reviewed the accomplishments of the year and saluted both the volunteer com-



Grease paint and galluses combine to transform actor Jack Hermann into pioneer city planner George Kessler. Hermann handled make-up for the entire cast.

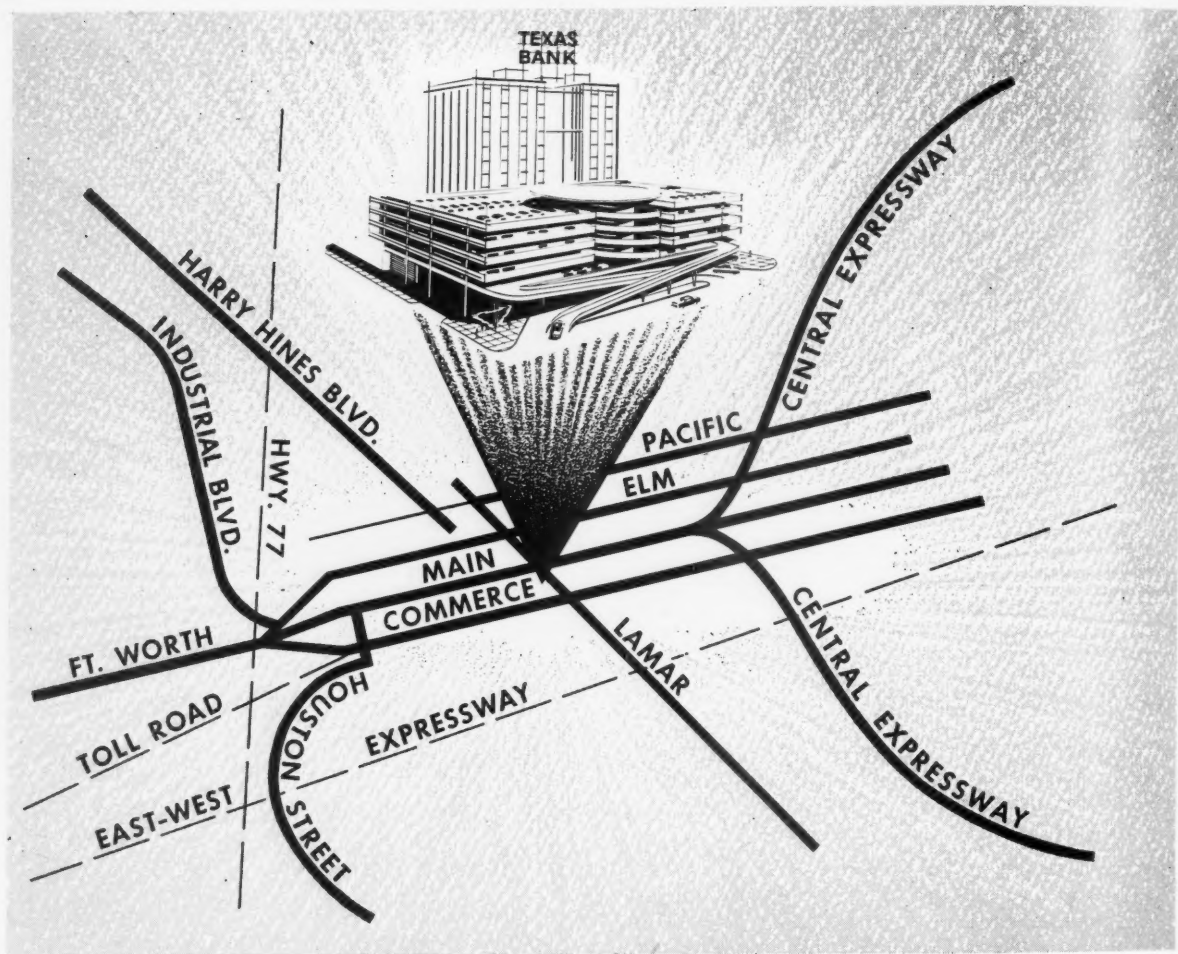


"There's no finer terminal facility than Dallas Love Field on the face of the earth," were the words of Air Force Association chief Gill Robb Wilson, second from right, after an inspection of the new terminal construction. Wilson is shown chatting with, left to right, Chamber Vice President Angus Wynne, Jr., National Councilor Paul Carrington, President W. W. Overton, Jr., and former Dallas and U. S. Chamber president, D. A. Hulcy.

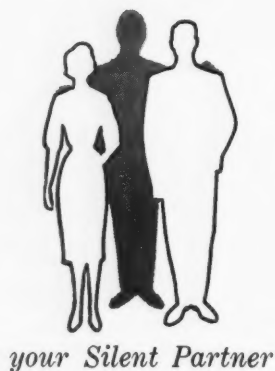
mittee workers and the chamber staff members for their contributions to the success of the 1956 program. The Membership Committee was singled out for breaking all records in soliciting over 2,300 new memberships during the year, and a Life Membership was awarded to Jack Curtis.

New directors introduced during the meeting were Bob McCulloch, Harry Bass, Milton Brown, Leland Dupree, Henry X. Salsburger, James K. Wilson, Jr., and W. C. Windsor, Jr.

The invocation and benediction were delivered by Dr. F. Kenneth Brasted, President of the University of Dallas.



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Electra Malone

by Jim Stephenson

MANY BOSSES hesitate to give secretaries responsibility, not wishing to overburden them. Here's news for the bosses.

"Secretaries love responsibility," says Electra P. Malone, executive Girl Friday to Regional Commissioner B. Frank White of the Internal Revenue Service.

Mr. White is one of the Southwest's top ranking Government men, responsible for collection of income taxes in five states—a truly tremendous business. As his executive secretary, Mrs. Malone assumes a management role. Her's is a great responsibility, and she thrives on it.

As proof, Electra last year completed, on her own initiative, a handbook for secretaries which tells them how to use their own good sense to take some of the load off the boss. She called it *The Secretarial Link in the Management Chain*.

Electra wrote the book—with no gobbledegook—after months of research with other secretaries and bosses in the region. It made a solid hit.

Quickly adopted as part of the regional management plan, it is now used for training purposes in all 64 IRS district offices and all nine regional offices throughout the land. It has been distributed in numerous foreign countries and to a number of private industries in the United States. The Dallas Public Library got copies and Dallas high schools asked for some to help teach business administration. (The booklet, now government property, is not at this time available to the general public.)

The National Association of Internal Revenue Service Employees at its Hot Springs, Arkansas, convention this year had Mrs. Malone lead a panel discussion of her principles and philosophies. This was a "first." Always before the "secretarial link" had been ignored.



ELECTRA P. MALONE

The Big D Chapter of the National Secretaries' Association had her as a speaker early this year and attractively reproduced part of her book for distribution to all members. Later she appeared on a panel at the chapter's annual workshop.

The Red River Arsenal in Texarkana asked permission to reproduce or paraphrase the book, and the Dallas Federal Business Association arranged for her to meet and counsel with other Federal agencies.

So Electra in the last few months has been going into district offices, telling the bosses what secretaries would like to do for them, presenting her booklet to them and their Girl Fridays and smoothing IRS operations throughout the nation. Two coveted awards have resulted.

The Dallas Federal Business Association commended Electra "for outstanding contributions to efficiency and economy of Federal Service."

And the IRS itself lauded her "for noteworthy contribution to effective operation of the Treasury Department."

Mrs. Malone's booklet says that secretaries, with a little thought, can eliminate much space-cluttering paperwork. This has been done.

Also that a secretary must be able to get along with all individuals who enter the boss' office. Best way to do this, she explains, is to treat every caller as though

he were a V.I.P.—a very important person.

In dealing with IRS "customers"—who in the taxpaying-collecting business are *not* always right—Electra and Mr. White remember that *We* (the IRS folk) are taxpayers, too." Every complaint and every problem gets careful and sympathetic attention. Gripes are less frequent than formerly.

A native of Bridgeport, Electra taught school there for a time, later married a biology teacher, Henderson Malone. He now teaches at Adamson High. The Malones live at 6611 Del Norte Lane and their son Ted, 19, a graduate of Hillcrest High, attends New Mexico Military Institute.

Electra began her Government career 11 years ago, in the Veterans Administration. To improve herself as a secretary she enrolled in business school and even attended modeling classes.

She maintains that a secretary should study constantly and improve herself in every way possible to play an effective management role.

Electra loves painting. Several of her works of art adorn Mr. White's suite, which she tastefully decorated, using many of her personal belongings.

"The way an office looks can make all the difference in the world in a boss' disposition," she confided.

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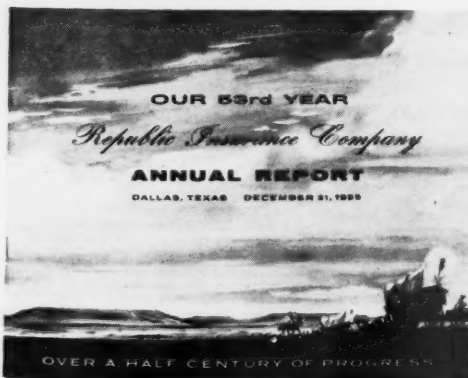
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Dallas

**NEW and EXPANDING
BUSINESS**

► W. A. Green Company has opened a block-long fashion center occupying over 10,000 square feet on the store's second floor. The center will contain the shoe salon, the millinery salon, better coats and suits, moderate priced dresses, better dresses and two new departments—the fur salon and the bridal salon. Designed by Allen H. Dahme and Associates, work on the fashion center was done by Forrest Elkins Construction Company of Dallas. Its opening marks the completion of another phase in Green's \$1,500,000 expansion program. The bridal salon will offer complete wedding services and assistance in selection of trousseaus. Miss Sally Witt is the salon's bridal consultant and buyer. She has been bridal consultant in department stores in Oklahoma City and Laurel, Mississippi, and has operated her own bridal consultant service. In addition to bridal gowns, the salon will feature gowns for attendants and the mother of the bride.

★

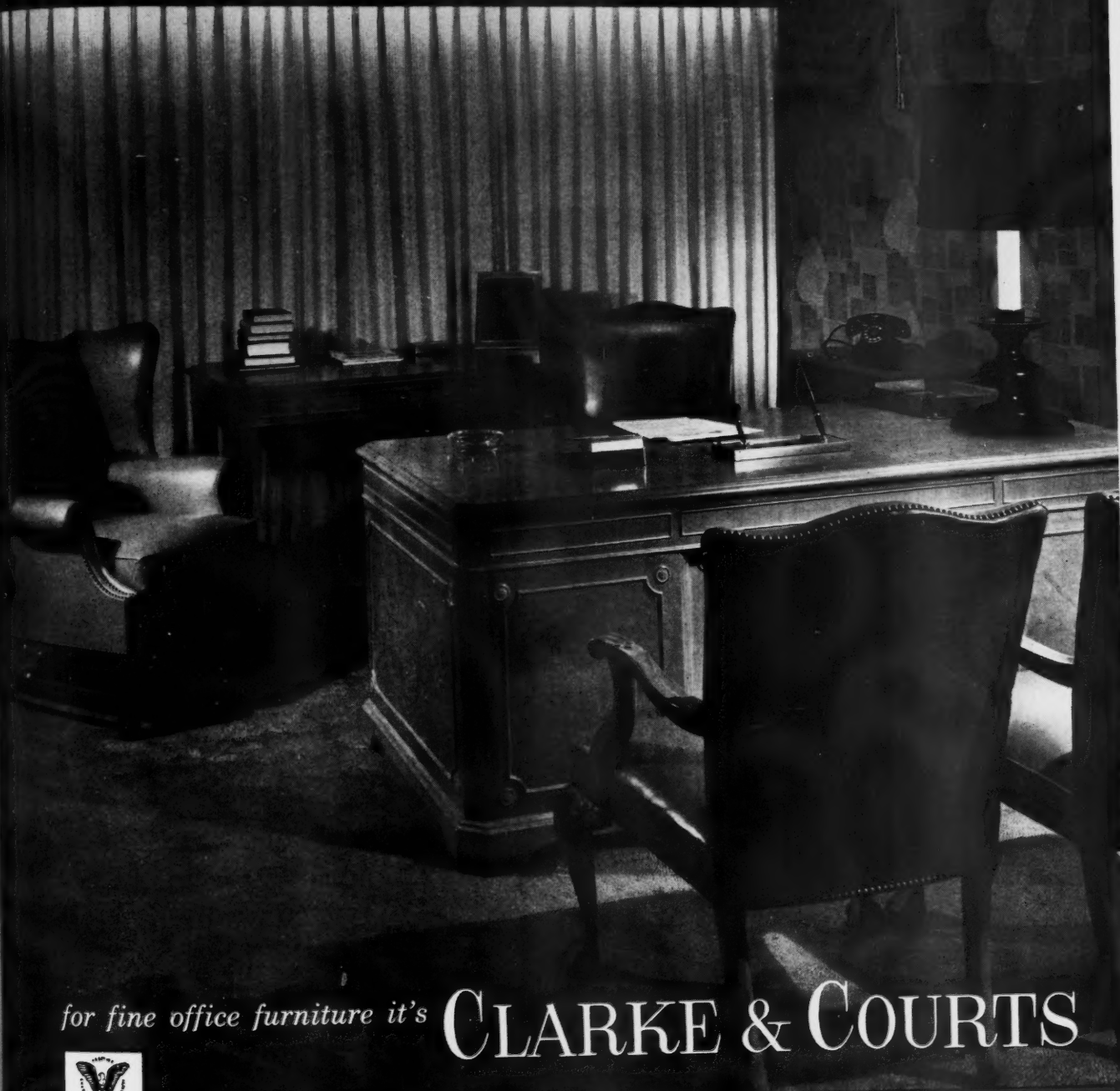
► The O. A. Sutton Corporation of Wichita, Kansas, manufacturers of Vornado cooling appliances, has opened a branch office to serve Dallas, at 4232 Harry Hines Boulevard. The branch office, known as Vornado Distributing Company, will warehouse merchandise and parts and will supervise complete service overhauls. The district sales manager for Dallas will be Orville Harris. Vice-president and branch manager is Charles B. Douglas.

★

► Dallas' new \$6,500,000 Southwest Homefurnishings Mart will be substantially complete and ready for tenant occupancy by late May, 1957. An afternoon dedication of the big project located off Industrial Blvd. adjacent to Dal-Hi Stadium, was recently held. Final completion of the 434,000 square-foot structure is pledged in time for the Mart's first market in July. Upon completion, the Mart will be the largest commercial building in the Dallas area and the third largest in the city from a square footage standpoint. The first completely air conditioned homefurnishings display building in America, the Southwest Homefurnishings Mart will become one of the nation's eight major markets, and will immediately serve dealers in the six-state area of Texas, New Mexico, Oklahoma, Arkansas, Louisiana and Mississippi.

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New and Expanding Business



Trophy-Craft Company Opens Dallas Plant

Trophy-Craft Company, of California and Puerto Rico, manufacturers of trophies and awards, have opened a distribution plant with warehouse and offices at 2651 Brenner Drive, Dallas. The company's 1957 line, introduced with the opening of this plant, will be available to dealers throughout the south. Lease negotiations were handled by Jim Randolph of Bolanz & W. C. Miller, realtors.

Genaro Realty Company has sold the Hotel Lawrence to M. G. Hyams of Dallas. The 163-room structure, located at Houston and Jackson Streets, was built by the Genaro interests in 1925. It was completely modernized in 1950 and now is air-conditioned throughout. The transaction was handled by L. Goldstein of Hudson & Hudson, realtors.

Texcrete Structural Products Company has transferred its engineering and sales divisions to new quarters at 2230 Chalk Hill Road, Dallas. The company produces long and short span roof and floor channels, prestressed girders and precast highway bridges. Headquarters previously were at 1309 Main Street.



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New and Expanding Business—

▶ Audiphone Hearing Aid Company, Mercantile Bank Building, has announced the merger of Maico Hearing Service, Davis Building, with the Audiphone firm, owned and managed by Lloyd L. Bloom. Audiphone has acquired the Maico franchise and their complete line of hearing instruments and test equipment. Both Ralph and Rowland Ojers, former co-owners of Maico Hearing Service, will be associated with Mr. Bloom in the Mercantile Bank Building.

★

▶ Hensel Optical Industries have announced plans for a million-dollar expansion program and three new staff appointments. The firm's present laboratories in the Trinity Industrial District are to be enlarged and new and improved equipment will be installed. Named executive vice-president, general manager and a member of the board of directors was James H. Evans. The new secretary-treasurer of the firm is John C. King; and Frank Boyd has been named plant superintendent.

★

▶ The Askin Stores, Inc. of New York City have established a new warehouse at 134 Leslie Street in the Trinity Industrial District. The firm operates a nationwide chain of retail stores handling clothes for the family, and the Dallas warehouse will serve as a distribution point for the Southwest states. The red brick building has air-conditioned offices and the warehouse is served by rail trackage and truck docks. Off-the-street parking is provided. The lease was negotiated by Henry S. Miller Company, realtors.

★

▶ Hockaday Square Addition at Strait Lane and Northaven has been opened. The development adjoins the new site of Hockaday School. Frank H. Malone is president of the Hockaday Square Development Corporation. The 93-acre addition includes all the land on the north side of Northaven Road from Inwood. Building restrictions will limit the homes to a minimum of 2,400 square feet of living space and 80 per cent brick or stone construction. Hiram Griffin, realtor, is handling lot sales.

★

▶ Kathryn Currin, real estate firm, has moved its offices to the White Rock Professional Building from its former location at 6338 LaVista. Russel L. Davies, with extensive sales experience in East Dallas property, has been appointed assistant sales manager at the new location.

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New and Expanding Business

► Magnolia Petroleum Company has begun construction on a 10,000 square-foot, one-story administration building for its new geophysical laboratory located on Harry Hines Boulevard. The structure, scheduled for completion next March, includes a library, conference room, classroom, drafting room, auditorium, dark room and 14 laboratory and administrative offices. It will be connected to the present building by a covered walkway. Contractor for the construction is the Earnest E. Randall Construction Company with the Straus-Frank Company installing air-conditioning facilities.

★

► The Resistoflex Corporation of New Jersey and California has opened division offices for sales and assembly in the Trinity Industrial District. The firm, a manufacturer of plastic products, has sales offices in 14 other large United States cities. Lease arrangements were handled by Jim Randolph of Bolanz & Bolanz, Realtors.

★

► Reynolds & Reynolds Company has purchased a two-acre site in Brook Hollow Industrial District for a new Southwestern plant. The firm produces standard systems and business forms for customers over the United States. Plans are being drawn for a 27,000 square foot building to house a printing plant and offices that will serve Texas, New Mexico, Arkansas, Louisiana, Oklahoma and Kansas. The site, at the corner of Chancellor Row and Dividend Drive, is ample to permit future expansion. Construction is scheduled to begin in the spring of 1957. Dick Parker of Majors & Majors, realtors, handled the real estate transaction.

► Chrysler Corporation has formed a coordinated marketing organization for the sale of all its automotive products in a new southwestern zone, with Dallas as headquarters. Steve L. Noble, a graduate of Michigan State, will head up the corporation's southwestern marketing organization here.

Consult a Professional



Adams, Harold G.
Alexander, Geo. A., Agcy.
Anderson, A. J., &
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Andrews-McDowell Co.
Ayres, Frank, Jr.
Banks-Burney Co.
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Bettes Ins. Agcy. of Dallas
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Bomar, Henry H., Ins. Agcy.
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Burke, John L. & Co.
Burkholder Ins. Agency
Burton & Wilkin
Bywaters Insurance Agcy.
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Cochran & Houseman
Coker, M. L., Ins. Agcy.
Coleman, Shelley
Corrigan-Jordan Ins. Agcy.
Cox, George A., & Co.
Cox, George F., & Co.
Cox & Stailey
Crocker, R. H., & Co.
Crossman, G. W., Agency
Crow, Cecil

Crum, Lee, Ins. Agency
Cullum, J. D., & Co.
Davis, Lyn E., Agency
Dean, E. G., & Co.
DeLay, Clyde, Ins. Agency
Dexter, Chas. L., & Co.
Diffey, W. A., Jr., Agency
Down, Frank C., Co.
Duncan, Guy S., Ins. Agcy.
Echols Insurance Agency
Ellis-Smith & Co.
Elmore, Derrill G., & Co.
Faulkner Ins. Agcy.
Ferguson, Tom C.
Fitzwater, Tim, Insuror
Flowers, Russ, Ins. Agency
Fogleman, Wilbur H., Ins.
Francis, Shirley M.
Garrett, Floyd, Co.
Greaves, Sidney D., & Son
Green, Glynn O., Agency
Green, Sidney F., & Ligon
Grinnan, Lewis, Co.
Gulledge, Hal A., Co.
Gump and Gaynier
Hadsell, J. C. & Company
Hall, Howard M.
Hamman, Gaston, Agency
Hardy, R. L., Agent
Harris, Felix, & Co.
Harris & Huffhines Agcy.
Hartley, Walter G.
Henry, E. Cowden
Hogan, Geo., Ins. Agency
Holland, W. M. (Bill)
Agency

Holt, J. Frank, & Co.
Hooker, S. H.
Howell, Rouse, Insurance
Hunt, Carl H.
Jackson, A. D., Agency
Jacobs, Joe, Ins. Agency
Jones-Calvert Co.
Jones, Ted, Agency
Jones-West and Johnson
Julian & Cochran
Kaufman, Phil H., Ins. Agt.
Killough, M. N., & Co.
Kirkpatrick-Thompson Co.
Kirsch, August
Kline, W. E., & Co.
Lang, J. Fred, Agency
Lett Insurance Agency
Levi, Chas. A., & Sons
Lindley, J. W., & Co.
Love Insurance Agency
McClure, Geo. D., Agency
McCormick, Geo. W., Ins.
Agency
McElyea, Geo. W., Co.
Mallinson, Fred, & Co.
Mangelsdorf, J. W., Agcy.
Manton, Henry, Agency
Markham, C. M., Ins. Agcy.
Maxson-Mahoney-Turner
Mendenhall, J. S., Ins.
Agency
Merritt Insurance Agency,
The
Mincer, Sylvan A.
Mittenthal, N. E., & Son
Mohon, J. W., & Co.

Moore, Harry R., Agency
Morrison, Lake Agency.
Munger & Moore
Murchison, Kenneth, & Co.
Murray Insurance Agency
Nash, A. G., Co.
Noel, Dave, Agency
Norwood, Jones W.
O'Beirne, C. B., & Co.
Owen, Arthur L., Co.
Parrish, W. D. (Bill),
Insurance Agency
Patrick, C. M. (Pat)
Pearlstone & Elliott
Peavy Insurance Agency
Phelps, Jacques & Co.
Pierce, Fred A.
Prendergast, A. C., & Co.
Priddy, Ross, Agency
Ragland Insurance Agency
Reid, James Y. (Jim) Agcy.
Reilly, Wm., Agency
Reinhardt, L., & Son
Rembert, David, Agency
Renz, Stagg, Agency
Roberts, Wiley, & Sons
Roeder & Moon
Rose & Rose
Rozelle, John H., Co.
Rucker, T. M., & Co.
Sammons, Ed E.
Saxon, Robert E.
Scheid, Max, Agency
Scott, Beverly Ins. Agcy.
Seay & Hall
Shaffer-Dickinson Agcy.
Shaw & Hornberger

Shelton & Bowles
Shelton, Ray, Insurance
Simons Insurance Agency
Simpson & Cathey
Slaton, Jas. B., Ins. Agency
Slay & Co.
Smith, A. M., (Al), Ins.
Smith, Cruger T., Agency
Snell, David M.
Spurgin, Ben., Ins. Agency
Steele-Fonda Co.
Stern, Robert, Ins. Agency
Stewart, Waldo E., & Co.
Susman, Wm., Agency
Doc Swallow & Associates
Taylor, Roy L., & Son
Teeling Insurance Agency
Thomas & Loving Ins.
Agency
Thrash, Howard G., & Son
Troth, S. H., & Co.
Tucker-Manning
Waldman Bros. Ins. Agcy.
Wallace, Jim., Agency
Wallace & Fogarty Agcy.
Walsh, Jim, Agency
Watson-Herring Ins. Agcy.
Weatherford, Bill, Ins.
Agency
Whitman, Joe, Ins. Agency
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New and Expanding Business



Drug Firm Establishes Dallas Distribution Center

Schering Corporation of Bloomfield and Union, New Jersey, manufacturer of pharmaceuticals, has established a Southwest division distribution center in this brick building at 8912 Chancellor Row in Brook Hollow Industrial District. The building was erected by Gower & Folsom Construction Company. Bill Campbell, Jr., of Campbell & Campbell, realtors, handled arrangements for leasing from Robert S. Folsom.

▶ Phil C. Franzini has announced the opening of his own securities dealer office at 6447 Bandera Street. He will handle unlisted securities and will act as agent to buy and sell securities.

★

▶ A Skillern Drug Store at Westmoreland and Clarendon is now under construction, ground having been broken by Rae E. Skillern, president and general manager of the 71-year-old drug chain. Marking a new era in the firm's history, the new store will be built by the Skillern Profit Sharing Trust and leased to the Skillern Drug organization. It will contain 15,000 square feet and will be the thirty-ninth store in the Dallas area for the chain.

★

▶ Logsdon & Reed Company is the new name of the former George H. Mitchell Company. Lawrence E. Logsdon and Tom B. Reed purchased the Mitchell company in April of 1953, but have continued to use the founder's name until this time. Logsdon & Reed Company is the audio-visual representative for Bell & Howell Company, American Optical Company and several other manufacturers of audio-visual equipment used to teach, train and sell.

★

▶ Skillern's has opened its 38th drug store at 3035 East Illinois in the Southern Oaks Shopping Center. The new location has been selected to serve Skillern's customers in the southeast section of Oak Cliff and south Dallas. The store contains 13,800 square feet of floor space. Parking space for more than 1,000 automobiles has been provided.

▶ The Erlanger Dress Manufacturing Company will erect a 110-foot by 142-foot building on Ninth Street between Small and Main, Grand Prairie. Plans for the project also call for a parking area of 16,000 square feet.

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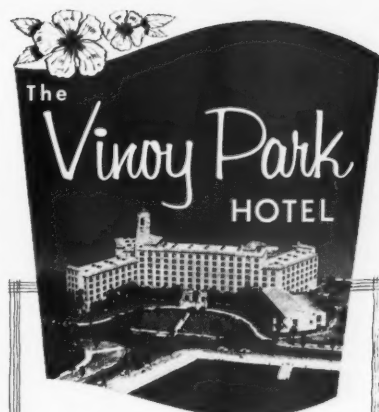
▶ Minyard Super Market chain of Dallas has broken ground for its eighth store, which also is the first supermarket in the city of Mesquite, Texas. The building will be erected on a two-acre tract on Main Street with parking areas on both sides and in front. Purchase of the site by Minyard Super Markets removed the last cotton gin from the Mesquite area of Eastern Dallas County. Architect for the new market is Frank Woerner of Dallas, and the contractors are Frank and Eugene Campbell.

★

▶ F. W. Woolworth Company has signed leases for a 15,000-square-foot store in Richardson Heights Village. The new store will be in a 50,000-square-foot building to be started in December, with occupancy of the \$350,000 structure planned for next May. Hugh Prather, Jr., Richardson Heights, was the leasing agent.

★

▶ The Howell Company, division of Acme Steel Company, has announced the establishment of warehouse facilities at the Texas Express Company, 2700 Gaston. The new facility will serve all Texas furniture stores. The Howell Company designs and manufactures metal furniture lines of dinettes, cabinet pieces, upholstered furniture and occasional tables. Its headquarters are in St. Charles, Illinois.



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New and Expanding Business



THE DALLAS TIMES HERALD as it will look after completion of a new three-story and basement addition for which ground has been broken.

Times Herald Expands. The Dallas Times Herald has awarded the general contract for construction of a three-story and basement addition to the present building.

Costing in excess of \$1,300,000, the building will be approximately 90 feet wide and will extend through the block from Pacific Avenue to Patterson Street. It will tie in to the present plant and will provide additional space for mechanical departments and newsprint storage.

The architect for the addition is Harwood K. Smith and Cowdin Brothers of Dallas are the general contractors.

This is the second time that The Times Herald plant has been expanded since World War II.

► Producing Properties, Inc., of Houston and Dallas, has announced the completion of a consolidation with San Juan Exploration Company of Dallas. The combined company, which will maintain its headquarters in Dallas, will continue to operate in the same manner as the predecessor organizations, which is primarily that of purchasing producing oil and gas properties and companies, as well as the management of properties for others and consulting work in the fields of petroleum engineering, geology and economics. Chairman of the board of the company is A. Knox Tyson of Houston; president of the company is Robert J. Bradley; vice-presidents of the company are Virgil B. Harris, Mac D. Oliver, Lionel E. Gilly, and W. Rufus Brent—all of Dallas.

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Dallas 26

New and Expanding Business



Bond Stores Moves

Bond Stores have moved into the ground floors of the Simons Building located in the former Dallas National Bank Building. Bought by Pollard Simons, the building extends from Main to Commerce Streets and was remodeled during a full year period at a cost of more than half a million dollars.

► J. Curtis Sanford, Dallas realtor, has announced plans for a new office building to be located at Cedar Springs and Maple, with completion expected next summer. Eight firms, including two General Motors affiliates, have completely leased the 78,000 square-foot, two-story structure which will cost in excess of \$1,000,000. The building will include 48,000 square feet of air-conditioned office space and 30,000 square feet of indoor parking area. Mr. Sanford is developing the project individually and will be his own contractor. The architect is Jacob E. Anderson.

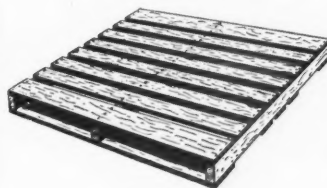
★

► National Motor Exchange has moved to new quarters at 1216 North Industrial Boulevard in the Trinity Industrial District. Harry Garrett, realtor, handled the lease negotiations.

★

► Harbor Plywood Corporation has opened a sales warehouse with 16,000 square feet of floor area located in the Brook Hollow Industrial District. George Carnahan, one of the firm's Los Angeles salesmen, has been promoted to manager of the Dallas facility.

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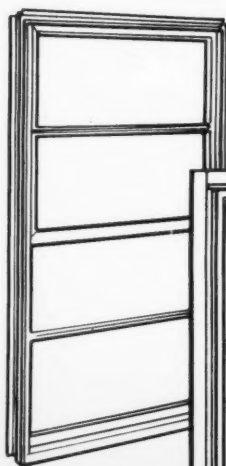
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DALLAS 19, TEXAS

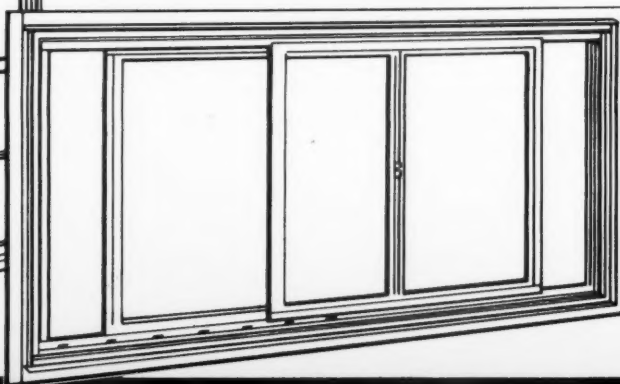
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The new Downtown Dallas Christmas Street Decorations depicted in color on the Front Cover of this issue of DALLAS representing another outstanding Lone Star Display Company installation.

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DALLAS

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Dallas

RELIGION

Bishop is Honored. A civic banquet honoring Bishop Thomas K. Gorman of the Catholic Diocese of Dallas-Fort Worth was held in the Grand Ballroom of the Statler Hilton Hotel.

The banquet honored Bishop Gorman on the occasion of two noteworthy accomplishments. The first was the formal dedication of the new University of Dallas on December ninth. Bishop Gorman is chancellor of the university and was a leader in the campaign to establish the institution. The second accomplishment is the 25th anniversary of the honoree's consecration as a bishop.

Serving as chairman of the banquet were three Dallas civic leaders of other faiths—Milton F. Brown, Ben H. Wooten, and Fred F. Florence.

★

Church Holds Special Services. Special dedication and recognition services have been held in the Divine Saviour Presbyterian Church, 2909 Carlisle.

The church's new \$17,500 education building was dedicated by the Rev. Sherwood H. Reisner, president of the Presbyterian Pan-American School in Kingsville.

The pastor, the Rev. E. Z. Bello, who has been at the church three years, and the congregation were recognized for becoming self-sustaining. The church, with a Latin American congregation, has been a home mission 40 years.



WHEN COMPLETED St. Michael and All Angels Episcopal Church will follow the design of Architects Harwood K. Smith and Associates.

Church Dedicates Bell Tower. The East Dallas Christian Church has dedicated the Edgar DeWitt Jones Memorial Bell Tower.

The late Dr. Jones, Disciple minister, author and lecturer, died last March 26.

★

Baptists Lay Building Cornerstone. Calvary Baptist Church members have laid the cornerstone for their new \$330,000 Educational Building at 1822 West Tenth.

Scheduled for early completion, the building will care for 900 people. It contains two nurseries, elementary department, an adult department, the junior department with kitchen facilities, the church library and administrative offices.

Leinbach Brothers are the architects. The contractors are Winston Colwell Construction Company, general contractor; Libecap Electric Company, electrical, and Texas Refrigeration and Engineering, air conditioning.

★

Church Plans New Building. Ground will be broken before January first for the first section of the new St. Michael and All Angels Episcopal Church building at 4300 Colgate.

The \$1,050,000 brick and marble structure was designed by Harwood K. Smith and Associates, Architects, and is expected to be completed by Christmas, 1960.

Bids for construction of the first unit, a 22-classroom educational building for the church parochial school and Sunday School, are to be let within the next 30 days.

Rector of the church is Rev. A. A. Taliaferro.

Young Men Going Places

Alex Bul

by Elery Owens

"It looks new and clean."

That, more often than not, is one of the first comments made about Dallas by visitors from the north.

And in the years to come, the lion's share of credit for keeping Dallas that way may go to a 34-year-old city official — Alex Bul.

On the city rosters, he's listed as Urban Rehabilitation Coordinator. But what the rosters don't say is this: his big job is to see to it, as much as possible, that Dallas doesn't develop the blight of older and more industrialized cities — slums.

Dallas' efforts in this direction have already attracted nation-wide attention. Slum clearance projects aren't new; what Dallas is doing is. It's taking preventive action, on its own, without the help of huge government grants.

It goes back to 1954, when Mayor R. L. Thornton appointed the eight-member Citizens' Housing Rehabilitation Committee. Its assignment: to develop a plan for doing something about blighted areas — sections that would become slums if left alone.

And work they have, from the start. Proof of that is the Little Mexico Pilot Rehabilitation Project — a 60-acre tract bounded by Harry Hines, Cedar Springs and Maple. A little over a year ago, it was down-at-the-heels, most of its homes dilapidated eye-sores, a slum in everything but name.

It was a challenge that might have appalled a veteran city planner, much less a young man barely five years out of college. But Alex Bul brought with him a fine background when he came to Dallas in 1949 from Iowa State — a Master's degree in town and regional planning and an earlier degree in landscape architecture and city planning from Michigan



ALEX BUL

— Gittings

State. He first served as zoning administrator in the city plan department and then as City Manager Elgin Crull's administrative assistant.

Last year, Alex was given the added responsibility of the Little Mexico project.

Today, the transformation in that part of Little Mexico is startling.

Property values are up, and Dallas has been spared having to write off an area as one too far gone to save. All this has been accomplished through private financing, without Uncle Sam digging into his pocket for a subsidy.

Alex perhaps best sums up the success of the project when he says: "The people who live there are even more enthusiastic about it than I am. You can see the difference in the buildings; you can also see the change in the people."

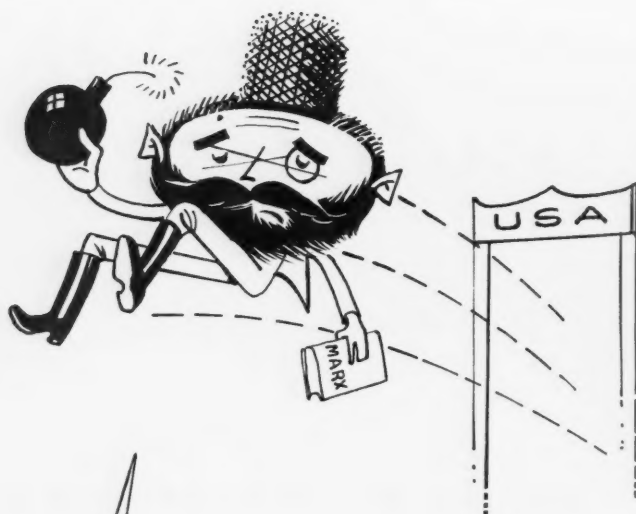
Dallas and Alex Bul have reason to be

proud of what has been accomplished. About a month ago two top officials of the National Association of Real Estate Boards inspected the Little Mexico project. They were impressed — and left with the intention of holding it up as an example of similar efforts in other U. S. cities.

The lessons learned in Little Mexico will also serve well in Dallas. Right now, Alex Bul is busy on the planning of two other projects — one in Oak Cliff and the other near Pleasant Grove.

Dallas is fortunate that it's the terminus of the thousands of miles and 28 years that separate Alex Bul from his native Netherlands.

He's playing a major role in keeping Dallas the young city bustling with health and progress that it prides itself on being.



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Dallas

APPOINTMENTS and PROMOTIONS



LOFLAND



MADDUX

RALPH F. LOFLAND, founder and head of one of Texas' major steel fabricating and building supply firms, The Lofland Company, has been named chairman of the board and chief executive officer. **ROBERT H. MADDUX**, a veteran Lofland associate, was elected to succeed him as president at a meeting of the board of directors. At a weekend stockholders meeting, all directors including the company's officers were re-elected, and **JEAN PATTON, JR.**, was added to the board. Other officers were **WALTER GALBRAITH**, who continues as vice-president in charge of engineering; **KURT SEIDEL**, vice-president in charge of Lofland operations in Houston; **PLEAS FORTUNE**, plant superintendent; **VIRGIL HIGH** in charge of inventory, and **JEAN PATTON, JR.**, secretary-treasurer. All have been associated with Lofland since the company's beginning in 1933, and have been part owners in the industrial enterprise since 1949.

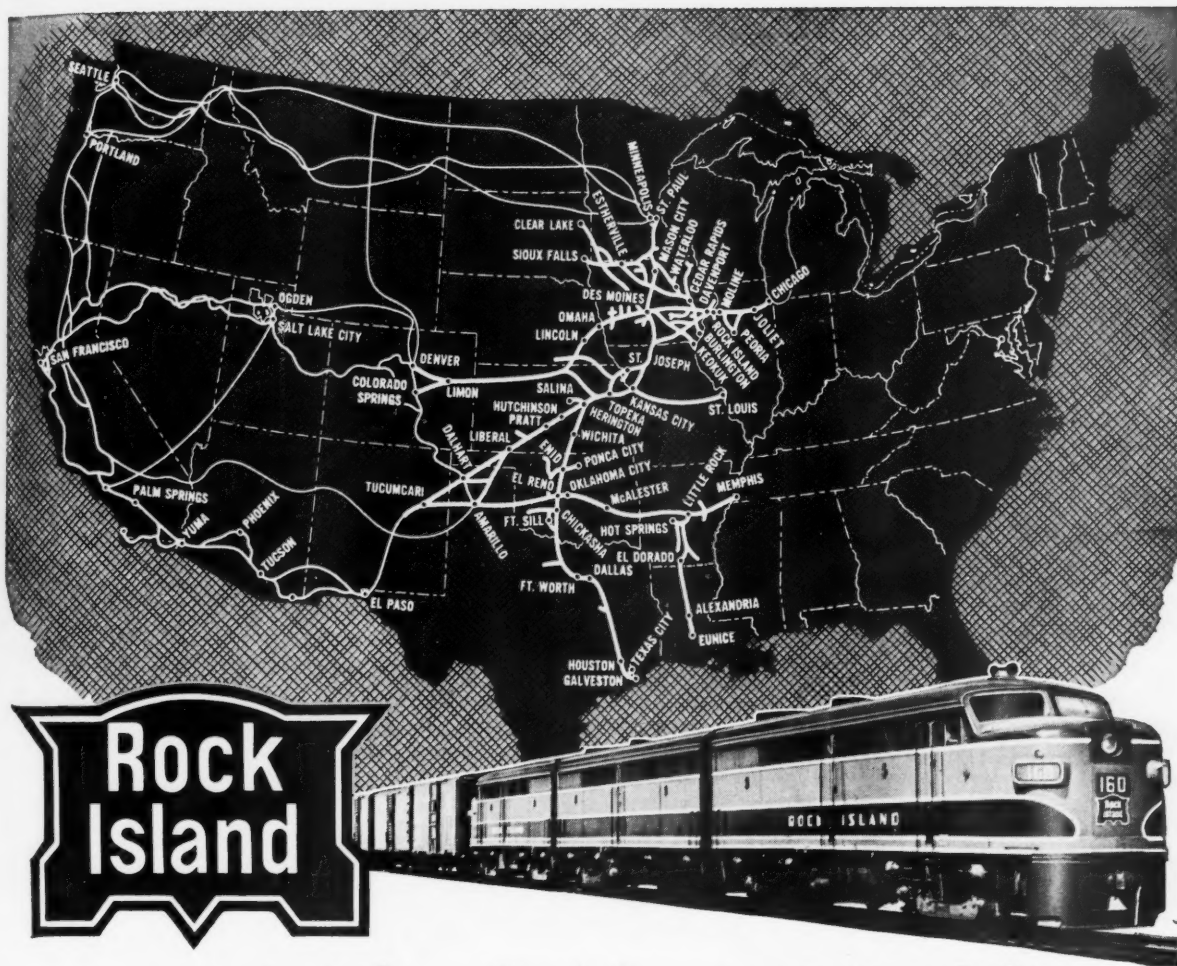
★

ETHAN B. STROUD has become a member of Matthews, Shelton, Fisher and Budd, and the firm name has been changed to Matthews, Fisher, Budd and Stroud. Mr. Stroud formerly was special assistant to the attorney general, tax division, Department of Justice, Washington, D. C. More recently he has been with the Treasury Department as tax legislative attorney.

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was organized over twenty years ago to serve the expanding electronic market of the Southwest. Throughout the years, we have perpetuated our manufacturers' spirit of fair dealing, merchandising integrity, and enthusiastic service and thus have encouraged the respect of both customers and principals alike.



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Appointments and Promotions—



THEODORE L. WALKER has been named works manager at the Dallas plant of the Security Engineering Division of Dresser Industries. Mr. Walker has had extensive experience in production and industrial management. He was general plant manager for Clark Equipment Company at Jackson, Michigan, before joining Security.

★

LEO F. CORRIGAN, Dallas real estate investor, has been elected chairman of the board of Traders and General Insurance Company of Dallas. **ROY A. LANGSTON**, former executive vice-president, will head the company as president. And **DAN P. JOHNSON**, general counsel, has been promoted to executive vice-president. Mr. Langston has been associated with Traders and General since 1933, and has served successively as assistant secretary, secretary-treasurer, vice-president and executive vice-president. Mr. Johnson, formerly with the law firm of Lightfoot and Robertson of Dallas and Fort Worth, joined Traders as general counsel in 1940. Other executive officers of the firm are **L. ERSTON SMITH**, **P. R. REID** and **J. A. JONES**, vice-presidents, and **VICTOR R. WOODARD**, secretary-treasurer.

★

DWIGHT L. SIMMONS has been elected to the board of directors of Seaboard Oil Company. Also named to the board was **WILLIAM B. MOSES, JR.**, of Boston. Mr. Simmons, a Dallas attorney, is managing partner in the firm of Thompson, Knight, Wright & Simmons. He has been legal representative for Seaboard in Dallas for over 22 years. Mr. Moses, a specialist in petroleum investment analysis, has been a Massachusetts Investor Trust trustee since 1953.

Appointments and Promotions—



J. B. ANDRASKO, formerly personnel administrator for hourly-rated personnel, has been named personnel manager of Chance Vought Aircraft. Mr. Andrasko's new position will include supervision of employment and placement, wage and salary administration, safety, personnel services and training. He has been with Chance Vought since 1940.

★

J. BYRON SAUNDERS, chairman of the Board of Insurance Commissioners of Texas, will become vice-president and general counsel of the Republic National Life Insurance Company on January 1, 1957. Prior to his appointment as casualty insurance commissioner in 1953, Mr. Saunders was a practicing attorney in Tyler. He had previously served as an assistant district attorney in Smith County and was county judge for two terms prior to World War II. In 1937 he was president of the Texas Junior Chamber of Commerce, and in 1941 became president of the Texas County Judges' Association. He also served as chairman of the State Department of Public Welfare. In his position with Republic National Life, Mr. Saunders will serve in an administrative capacity and will head up the company's legal department.

★

RICHARD B. COGSWELL, formerly assistant sales promotion manager for Buick Motors Division at Flint, has been named assistant zone manager for Buick in Dallas. Mr. Cogswell joined Buick in 1946 and, after attending General Motors Institute, served in service, merchandising and sales promotion posts.

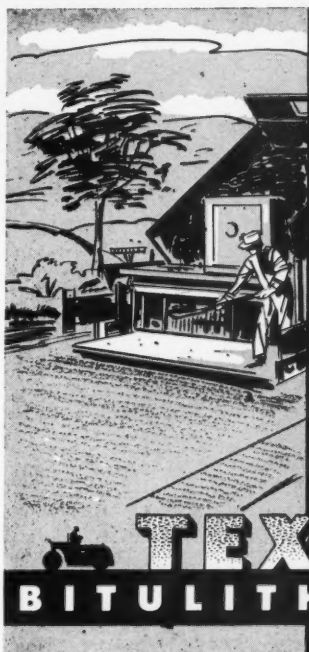
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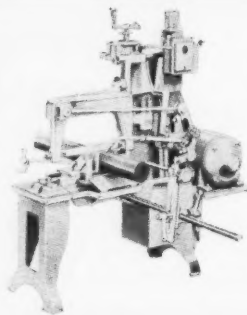
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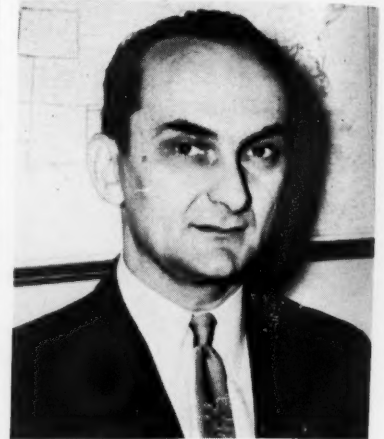
DALLAS

HOUSTON

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Appointments and Promotions—



T. J. IWANSKI has been named manager of the General Services Division of Union Bankers Insurance Company. This is a new division created by merging related departments. Under Mr. Iwanski's management will be the cashier's department, mail and records, premium receiving, supply, and personnel.

T. W. LENTZ has been named general sales manager for the Straus-Frank Company, Dallas distributor for Norge and Sylvania products. Mr. Lenz is a graduate of the University of Pennsylvania's Wharton School of Finance. At one time he served with Straus-Frank's Houston office as the firm's area appliance sales manager.

RICHARD ALBEE and **W. DON WILSON** have been promoted to new positions in Bell Aircraft Corporation of Hurst. Mr. Albee, who has been with Bell for 20 years, has been named manager of production control for the division. Mr. Wilson joined the company in 1953 as assistant purchasing agent and now has been advanced to purchasing agent.

NORMAN MARKS has been appointed director of public relations and advertising for Lido Hotel Courts in Dallas. Mr. Marks formerly was in charge of publicity and promotion for KRLD Radio and TV. In his new post, he will handle arrangements for conventions, club or sales meetings, parties and special luncheon and dinner groups at Lido Court.

**Have You Used Your
 SessionS Wholesale
 Gift Catalog, Yet?**

The SessionS Company
 1800 Good-Latimer Expy.

Appointments and Promotions—



OLAN L. MASON has been named supervisor of Union Bankers Insurance Company's disability policy issue department. A native of Farmersville, Mr. Mason joined the Union Bankers staff after being with the Federal Housing Administration for two years. He also spent eight years with the Veterans Administration.

★

JOHN FOOTE has been appointed Southwestern district manager of Bauer and Black to serve the area covering Texas, New Mexico, Louisiana, Central and Southern Mississippi. Prior to his appointment, Mr. Foote was Bauer and Black representative in Houston. He has been with the company eight years, and before that had five years' experience in a retail drugstore.

★

LEE WEATHERLY has been named sales manager of William Blessing Company, Realtors. In his new post he will direct sales operations for the Blessing firm, which has opened Briar Creek Estate—a new development that includes 77 lake-front lots. Mr. Weatherly has been sales manager for other leading real estate firms in the Dallas area for the last several years.

★

WILLIAM BOZMAN has been appointed controller of Engineering Supply Company, a subsidiary of Texas Instruments Incorporated, Dallas-based electronics and geophysics firm. Mr. Bozman previously was assistant controller of Universal Corporation in Dallas and prior to that was chief accountant for the Dearborn Stove Company. He received a BBA degree in accounting from Southern Methodist University.

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What's your problem? Perhaps we can be of help. Cook's research, laboratory, and technical-industrial services are at your command. Call on us to help formulate new or unusual finishes. Consult us when you want long-wearing finishes of standard quality or formulation. Ask us for help in solving application problems. For more than 40 years we've served industry with the right finish at the right price.

COOK PAINT & VARNISH CO.

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SOUTHWEST ROUND-UP

A new feature "Southwest Round-up" reports the activities of organized advertising in this region. The Southwest (10th) District, Advertising Federation of America, voted recently to use a special

4-page section each month in Southwestern Advertising & Marketing to spread the news and activities of the clubs.

The "Southwest Round-up" section is in addition to the regular features of original editorials, articles of regional interest, personnel changes and the news items carried each month.

If you want to reach the advertising and sales management people in this region, Southwestern Advertising & Marketing offers close contact and identification with this market. Our staff offers combined 70 years of publication and advertising experience all in the Southwest.

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SOUTHWESTERN ADVERTISING & MARKETING

"The Sales Magazine of the Growing Southwest"
Published Monthly

SOUTHLAND LIFE BUILDING

RI 2-7001

DALLAS

Appointments and Promotions—



R. E. REIMER, vice-president, secretary and treasurer of Dresser Industries, Inc., has been elected to the board of directors. Mr. Reimer, a graduate of the University of Cincinnati, has been associated in varying executive capacities with Dresser since 1929. He was elected a vice-president of the company in 1947.



G. W. WELSH has been appointed a residential partner of the firm of Lybrand Ross Brothers and Montgomery, accountants. Mr. Welsh is tax manager of the Dallas branch. He also is an associate director of the Dallas chapter of The National Association of Cost Accountants.

"66 Years in Dallas"

J. W. LINDSLEY & CO.

Realtors — Insurers

Specializing in

- Property Management
- Business Property — Sales & Leases

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Appointments and Promotions—



LARGENT PARKS, JR. has been appointed assistant to the president of Preferred Life Insurance Company and will head public relations, advertising and sales promotion programs. Mr. Parks served as an agent for Preferred Life and later became secretary and treasurer of Dixie Life Insurance Company, the position he held before being appointed to the new post.



R. L. MARSHALL has been named Dallas area sales representative for Texcrete Structural Products Company, an affiliate of Texas Industries, Inc. An engineering graduate of Southern Methodist University, Mr. Marshall previously headed his own construction and engineering firm in Dallas. He is a member of the American Society of Civil Engineers.

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FRED L. HAYNES, District Manager

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INVEST YOUR IDLE FUNDS



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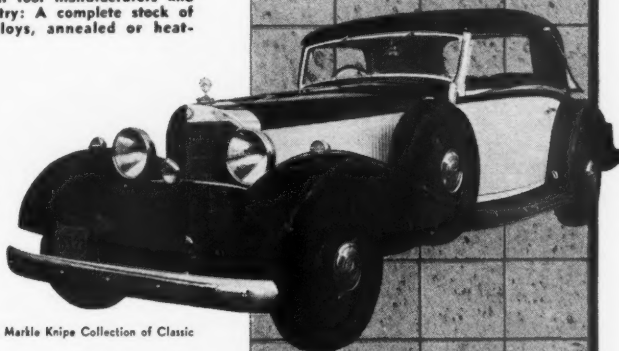
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Appointments and Promotions—



F. M. CARROLL has been appointed sales manager of Burrus Mills, Incorporated. Mr. Carroll has been in the milling business for the past 23 years, and during most of this period he has been associated with Morten Milling Company, Dallas, a division of Burrus Mills. He is now vice-chairman of the Texas Production Men's Club, and has served on the board of directors of Texas Allied Bakers.

★

WILLIAM C. BRIDGE has been named superintendent of agencies for United Fidelity Life Insurance Company of Dallas. Mr. Bridge will assist ED SAMMONS, recently elected vice-president and agency director, in expanding the company's agency organization. He has been associated with the life insurance industry for many years, and was formerly assistant manager of the Dallas agency of United Fidelity.

★

ARTHUR G. ACKERT has been appointed Dallas zone sales manager in charge of Studebaker and Packard marketing activities. The appointment marks the first step in the area in setting up a combined field sales force for the two lines. Mr. Ackert formerly was Pittsburgh zone sales assistant manager of Studebaker division. He joined the company in 1949 and moved up through various field executive positions.

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James S. Hudson

Appointments and Promotions—



WARREN LESLIE, director of special events at Neiman-Marcus, has added the public relations office to his responsibilities. He also retains the directorship of all advertising, windows, direct mail and other promotion for the Man's Store, and will continue to write "Neiman-Marcus Point of View," a semi-weekly editorial column on subjects of general interest. Educated at Phillips Exeter Academy and Yale University, Mr. Leslie came to Neiman-Marcus in 1951 and has been the producer of the annual Fashion Exposition. He is a charter member of the Press Club of Dallas, of the Texas Institute of Letters, and of the board of directors of the Dallas Symphony Orchestra.

★
CARROL M. BENNETT has been elected a director of Distillers Corporation-Seagrams, Ltd. The corporation is the parent organization of all companies of the House of Seagrams. Mr. Bennett is senior partner of Bennett, Osborn and Hall, financial and management consultants of Dallas. He has been a consultant to the Frankfort Oil Company, an affiliate of Distillers Corporation, since May.

★
ALLEN CURETON has been named assistant vice-president and director of accident and health sales of Republic National Life Insurance Company of Dallas. Mr. Cureton worked as an accident and health policy producer and supervisor prior to joining Republic National in 1953. He is president of the Accident and Health Sales Management Club.

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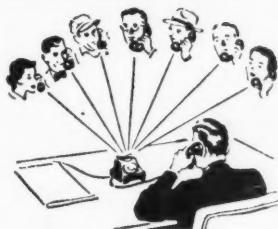


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Appointments and Promotions—



STEVE DENNING has joined the Dallas office of the securities investment firm of Goodbody and Company. A 1950 graduate of Southern Methodist University, Mr. Denning has been in the investment securities field in Dallas for over six years. He is a member of the National Association of Security Dealers, Investment Bankers of America and the Dallas Executives Club.

★

C. R. ORSBURN has been added to the Dallas Agency force of the United American Insurance Company. Mr. Orsburn, a native of Dallas, attended public schools here, and is a member of the Texas National Guard. Prior to joining United American, he was manager of a chain grocery store.

★

GEORGE A. CLARK has joined the staff of Dallas Airmotive as service manager. Mr. Clark attended the Georgia School of Technology and the University of Connecticut. He formerly was connected with Pratt & Whitney Aircraft and with United Aircraft Service Corporation for Pratt & Whitney Aircraft Engines.

★

KENNETH D. SMART has been named consumer loan manager for the Grand Prairie office of Allied Finance Company. Mr. Smart attended San Francisco State College and the University of Houston. He worked for five years in the finance business before joining Allied in Grand Prairie.

in Dallas, it's...
Arthur's
superb food!

DALLAS • DECEMBER, 1956

Appointments and Promotions

GEORGE W. SANBERG has become associated with Goodbody and Company, securities investment firm, in their Dallas branch office. A former general agent for the Chicago, Great Western Railway's Dallas traffic department, Mr. Sanberg also organized and served as president of Sanberg Company, Inc. Prior to his present appointment he served as an account executive for a local securities investment firm. The Dallas office of Goodbody and Company now is located in new quarters in the Vaughn Building.



MISS MAURINE JACOBS, formerly vice-president and cashier, has been elected president of the National Bank of Commerce. Miss Jacobs joined the bank in 1933 and was elevated to assistant cashier and assistant trust officer in 1944. She was elected cashier and trust officer in 1950, and named to the board of directors in 1952. A native of Dallas, Miss Jacobs is a graduate of the American Institute of Banking, Dallas Chapter, where she also completed post-graduate work. She has been a director of the Dallas Clearing House Association since 1951. She is also secretary of the Dallas Estate Council, a trustee of the Dallas Foundation, and a member of the National Association of Bank Women.

JOSEPH A. RESCA has been appointed Dallas district manager for the Electro-Data Division of Burroughs Corporation. He will be responsible for the marketing of Burroughs' electronic computers.



AL H. PRIDGEON has joined the staff of Crandall Advertising, Inc., as an account executive and will serve in both the Dallas and Fort Worth offices of the agency. Mr. Pridgeon is a native of Dallas and graduate of Southern Methodist University. He has been associated with the Stewart Company for the past eight years as advertising-sales promotion manager.

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Appointments and Promotions—



ARTHUR J. NOBLE has been named as general agent in Dallas by Union Bankers Insurance Company. A native of Chicago, Mr. Noble has been in Dallas five years and has had wide experience in the insurance field. The Noble agency, located at 319 Davis Building, handles Union Bankers Insurance Company life, health care and disability income insurance.

★

CHARLES D. FREEMAN has been promoted to tax commissioner for the Sun Oil Company and **THOMAS F. PHELAN** has been advanced to assistant tax commissioner. Mr. Freeman joined Sun in 1924 as secretary to the vice-president for production. Two years later he joined the tax department and he has been assistant tax commissioner since 1927. Mr. Phelan, senior tax man, joined the company 20 years ago and has been in the tax department since 1940.

★

RALPH A. CASTILLO has been named assistant branch manager of Vinson Steel and Aluminum Company's new sales office-warehouse in Houston. Mr. Castillo has been associated with Vinson since 1952. Prior to that time he was manager of the Gulf Coast district for Reynolds Metals Company.

★

DOCTOR MORRIS J. FOGELMAN has been appointed medical director of The Texas Retail Dry Goods Association. Dr. Fogelman is a professor of surgery and director of the student health service for the Southwestern Medical School of the University of Texas. A diplomat of the American Board of Surgery, he also serves as consultant for the Veterans Administration.

Appointments and Promotions



JOHN W. JOHNSON, formerly assistant public relations manager of advertising and promotion, has been promoted to director of advertising for Chance Vought Aircraft, Inc. In his new position he will direct all of the company's advertising activities, including engineering recruiting advertising which formerly had been administered on a separate basis. Mr. Johnson is a graduate of the University of Minnesota, where he majored in journalism, advertising and political science.

RICHARD THOMAS WILKINSON has been appointed an instructor in English in Southern Methodist University's College of Arts and Sciences. **CECIL H. SMITH** has been appointed assistant professor of civil engineering in the school of engineering for a three-year term.

★
BARNEY CURL, an insurance man since 1945, has joined the firm of Hereford, Cairns and Company, insurance brokers, 1610 Tower Petroleum Building. Mr. Curl was born and educated in Jacksonville, Cherokee County. He was added to the firm's staff as part of a new expansion program.

★
JAMES H. LEECH and **R. M. GREGORY** recently have joined Great National Life Insurance Company as agency field assistants. Mr. Leech, a native of Weatherford, attended Texas University and did graduate work in industrial counseling at the University of Houston. He is a member of the A.&H. Underwriters Association and Dallas Group Underwriters Association. Mr. Gregory is a graduate of the Institute of Insurance Marketing at Southern Methodist University.



JAMES C. ANDERSON, JR., has been appointed to the newly-created office of executive vice-president of Oak Cliff Savings and Loan Association. Long active in Texas banking and a figure in Dallas financial circles since 1944, Mr. Anderson last year resigned as president of American Bank and Trust Company to become associated with the Wynnwood State Bank as vice-chairman of the board of directors. He will remain a member of the board of that bank.



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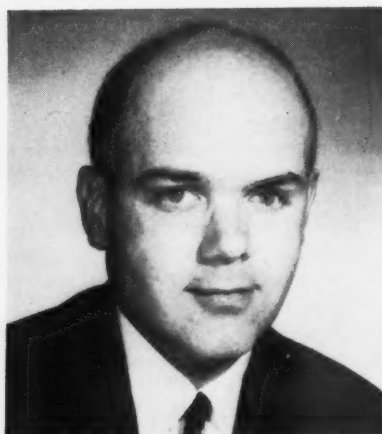


GREAT NATIONAL LIFE INSURANCE COMPANY

S. J. HAY, President

HOME OFFICE • DALLAS

Appointments and Promotions



FRED E. FARR has joined Southwestern Drug Corporation as director of advertising and sales promotion. Mr. Farr, former vice-president of Sanders Advertising Agency, will be responsible for handling the advertising and sales promotion activities for both Southwestern Drug and Red Arrow Laboratories. He also will assist in further developing a customer and public relations program for both firms. He is a member of the American Management Association.

FLOYD NOURSE of 4211 Vanette Lane, Dallas, has been named by Doubleday & Company, book publishers, as sales representative for North Texas. Mr. Nourse will cover Odessa, San Angelo, Waco, and all of Texas north of these cities, as well as Shreveport, Louisiana. His appointment is part of a program of reorganization and expansion on the part of the company. The two publishing divisions of the company, Doubleday Books and Garden City Books, have been merged.

★

MYER ALPERT has been promoted to director of operations research of Slick Airways, Incorporated. He also has been named acting-director of the airline's operations research department. Mr. Alpert, who holds a Masters degree in political economics and Government from Harvard University Graduate School, has been working on Slick affairs since October, 1953, when he was retained as economic consultant by Slick's general counsel. He joined Slick directly in 1956, and since that time has been senior operations research analyst. He will headquarter in the company's new general offices at 3415 Cedar Springs, Dallas.

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Appointments and Promotions—



WALTER B. HAILEY, JR., has been elected president of the senior class of the Institute of Insurance Marketing at Southern Methodist University. Mr. Hailey is attending the advanced class studying estate planning and business insurance. He is now associated with the Lone Star Life Insurance Company, whose home office is in the Casa View Village.

★

J. FRANK WHITE and **HAROLD MANGUM** have been promoted from division managers to assistant sales managers of Restland Memorial Park. Mr. White served in the Restland sales department for two years and has been a division manager for three years. His new duties will consist of sales training and administrative work. Mr. Mangum has been with Restland four and one-half years as salesman and division manager. His new duties will be assistant sales manager in the field, working with division managers and crew leaders.

★

HERMAN EASTLAND III has been named general agent for Dallas by Protective Life Insurance Company of Birmingham, Alabama. A graduate of the Institute of Insurance Marketing at Southern Methodist University, Mr. Eastland has ten years experience in the insurance field. He was an agent with Bankers Life Company of Des Moines and has been a special agent with Prudential Insurance Company of America.

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ADVERTISERS IN THIS ISSUE

AND THEIR ADVERTISING AGENCIES

ACME BUILDING MAINTENANCE.....	53	S. L. EWING & CO.....	63	SACK'S EMPLOYERS SERVICE.....	40
ADLETA SHOWCASE & FIXTURE MFG. CO.....	38	Agency—Marvin Winzels Advertising		J. Y. SCHOONMAKER & CO.....	50
Agency—Tracy-Loche, Inc., Advertising		FIRST NAT'L BK. IN DALLAS.....	6	JOHN A. SCOTT TYPOGRAPHER.....	38
ALLIED APPRAISAL COMPANY.....	57	Agency—Rogers & Smith, Advertising		Agency—Don L. Baxter, Inc., Advertising	
AMERICAN SAVINGS & LOAN ASSN.....	38	FRIDEN CALCULATING MACH.....	43	THE SESSIONS COMPANY.....	52
AMERICAN TRANSFER & STORAGE CO.....	40	GREAT NATIONAL LIFE INS. CO.....	62	Agency—R. B. Moreland & Co., Advertising	
Agency—Melton Advertising		FELIX HARRIS & CO.....	31	SOUTHERN KITCHEN.....	33
ARTHUR'S RESTURANT.....	58	Agency—James H. Susong, Advertising		Agency—Paul Berry Company	
Agency—Wyatt & Bearden, Advertising		HUDSON & HUDSON.....	56	SOUTHERN PROVIDENT LIFE INS.....	52
BEATTY ENGINEERING CO.....	42	INDUSTRIAL PROPERTIES CORP.....	32	SOUTHERN TRUST & MORTGAGE CO.....	57
B. DAVID BENFER, JR.....	28	Agency—John Peyton Dewey Advertising		SOUTHLAND LIFE INS. CO.....	58
BENNETT PRINTING CO.....	48	INDUSTRIAL TOWEL & UNIFORM SERVICE.....	28	Agency—Delernett Advertising	
Agency—Taylor-Norworthy, Inc., Advertising		Advertising		SOUTHWESTERN ADVERTISING & MARKETING.....	54
BLUE DIAMOND CO.....	45	KLIMIST STORE FIXTURE MFG. CO.....	56	SOUTHWESTERN LIFE INS. CO.....	32
Agency—James H. Susong, Advertising		KWIK-BILT, INC.....	32	Agency—Crook Advertising	
BRIGGS-WEAVER MACHINERY CO.....	52	Agency—Gandy-Owens Advertising		SPARKMAN-BRAND, INC.....	60
Agency—Taylor-Norworthy, Inc., Advertising		LANDAUER & SHAFER.....	60	Agency—Thomas R. Leslie, Advertising	
CAMMACK BUSINESS SERVICE.....	53	J. W. LINDSLEY & CO.....	54	THE STEPHEN F DUDE RANCH.....	24
CLARKE & COURTS.....	39	LONE STAR CADILLAC CO.....	2	STEWART OFFICE SUPPLY.....	63
Agency—Aylin Advertising Agency, Houston		LONE STAR DISPLAY.....	46	Agency—Grant Advertising, Inc.	
CHANDLER SOUND EQUIP. CO.....	57	McCULLERS PRESS.....	40	STROMBERG-CARLSON.....	29
Agency—J. Neal Ferguson & Associates, Advertising		SAM ROSS McELREATH CO.....	26	Agency—Charles L. Rumrill & Co., Inc., Advertising, Rochester, N. Y.	
CLASSIFIED PARKING SYSTEM.....	32	McMATH-AXILROD CORP.....	3	SYLVESTER'S DISPENSING OPTICAL.....	59
CLOUD EMPLOYMENT SERV.....	44	Agency—Van Roberts, Advertising		W. A. TAYLOR CO.....	45
Agency—Eldred J. Robinson, Advertising		MARKLE STEEL PRODUCTS CO.....	55	Agency—Hepworth Advertising Company	
OTTO COERVER CO.....	31	Agency—A. S. Black & Company, Inc., Houston		TEXAS BANK & TRUST CO.....	36
Agency—Hepworth Advertising Company		MATTHEWS ENGINEERING CO.....	41	Agency—Grant Advertising, Inc.	
COFFEE-TIME, INC.....	24	Agency—Grant Advertising, Inc.		TEXAS BITULITHIC CO.....	51
Agency—Ted Workman Advertising		MERCANTILE NAT'L BK.....	68	Agency—R. J. Burke Advertising, Inc.	
CRABTREE STUDIO.....	27	Agency—Ratcliffe Advertising		TEXAS DELIVERY WAREHOUSE.....	26
COOK'S PAINTS.....	53	METROPOLITAN SAVINGS & LOAN ASSOC.....	46	Agency—James H. Susong, Advertising	
Agency—Potts-Woodbury, Inc., Kansas City, Mo.		Agency—Auld Advertising Agency		TEXAS DISTRIBUTORS, INC.....	66
COTTON BELT ROUTE.....	56	HENRY S. MILLER CO.....	62	Agency—Dowdell-Merrill, Inc., Advertising	
Agency—Batz-Hodgson-Neuwachner, St. Louis, Missouri		VANCE K. MILLER CO.....	44	TEXAS EMPIRE LIFE & ACCIDENT INS. CO.....	56
DALLAS AIR CONDITIONING CO.....	57	M-K-T LINES.....	30	Agency—Paul Berry Company	
Agency—James H. Susong, Advertising		Agency—Winius-Brandon Company, Advertising, St. Louis		TEXAS EMPLOYER'S INS. ASSOC.....	16
DALLAS ASSOCIATION OF INS. AGENTS.....	42	KENNETH MURCHISON & CO.....	41	Agency—Delernett Advertising	
Agency—Ayles Compton Associates		Agency—E. G. Shumard, Advertising		TEXAS OFFICE FURNITURE CO.....	32
DALLAS FEDERAL SAVINGS & LOAN ASSOC.....	55	MURRAY INVESTMENT CO.....	28	Agency—The McCarty Company of Texas, Inc.	
Agency—Crook Advertising		Agency—Malton Advertising		TEXAS REFRIGERATION & ENGINEERING.....	26
DALLAS PIONEERS.....	4-65	MUSTANG AVIATION, INC.....	58	THOMAS OPTICAL CO.....	51
DALLAS POWER & LIGHT CO.....	67	NATIONAL VAN LINES.....	40	Agency—Dicklow Advertising	
Agency—Rogers & Smith, Advertising		Agency—R. B. Moreland & Co., Advertising		TOOL SUPPLY & ENGINEERING.....	62
DALLAS TRANSFER & TERM. WHSE.....	60	NATKIN & COMPANY.....	31	TRANS-TEXAS AIRWAYS.....	51
Agency—Marvin Winzels, Advertising		OLDHAM LUMBER CO.....	31	Agency—Tracy-Loche Company, Inc., Advertising	
DALLAS TRANSIT CO.....	50	PADGETT PRINTING & LITHOGRAPHING.....	59	VINOY PARK HOTEL.....	43
Agency—The McCarty Company of Texas, Inc.		PROCTOR PRINTING CO.....	44	Agency—Griffith Advertising, Inc. St. Petersburg, Florida	
DALLAS UNION SECURITIES CO.....	24	Agency—Moffet-Shepherd Advertising		L. R. WARD STEEL PRODUCTS.....	44
Agency—Crook Advertising		REPUBLIC NATIONAL BK. OF DALLAS.....	18	Jack Johnson, Advertising	
DICTAPHONE CORP.....	55	Agency—Glenn Advertising		HOWELL H. WATSON.....	50
DORSEY COMPANY.....	61	ROCK ISLAND LINES.....	49	WILHIDE EQUIPMENT CO.....	52
H. W. DUNHAM & ASSOC.....	42	Agency—The Caples Co., Advertising, Chicago		Agency—Hepworth Advertising Company	
ELLIS-SMITH & CO.....	41	RUTHERFORD BUSINESS SERVICE.....	38	JAS. K. WILSON.....	33
Agency—Ayles Compton Associates		Agency—The McCarty Company of Texas, Inc.		YOUNG & KENNEDY ARTISTS.....	54
EMMETT'S RESTAURANT.....	29			Agency—Addington-Krutilek Advertising	

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1872 Huey & Philp
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1878 National Bank
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1887 Buell & Company

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1889 Austin Brothers
Steel Co.

Steel for Structures of Every Kind

1889 J. W. Lindsley
& Company

Real Estate and Insurance

1892 The Egan
Company

Printing, Lithographing, and
Embossed Labels

1893 Fleming &
Sons, Inc.

Manufacturers — Paper
and Paper Products

1896 Briggs-Weaver
Machinery Co.

Industrial Machinery
and Supplies

1897 Anderson
Furniture Co.

Dallas' Oldest Furniture Store



TRAFFIC regulations in Dallas at the turn of the century were apparently lenient enough to permit a gentleman to drive his buggy on the wrong side of the street to permit his lady to alight at the most convenient curb. The Linz Building, shown in this photograph, was then Dallas' tallest structure and people came from far and near to view the city from its dizzy height. Dallas was expanding and growing in that period and in 1911 the Graham-Brown Shoe Company set up business here at the Southwest corner of Elm and Market. Expanding across the street a few years later, the firm finally located at the corner of Main and Austin, where it remained for many years. This plant occupied five floors and included 50,000 square feet of floor space. The changes in Dallas brought about by motor transportation made it possible for wholesale firms to locate farther out and several years ago, Graham-Brown occupied a new plant in the Trinity Industrial District. Here all of its facilities, 64,000 feet of warehouse space and 12,000 feet of office space are housed on one floor level. Their property includes three acres of ground with ample space for trucks and employee parking. More than a half-million pair of shoes are stocked today in their spacious warehouse with plenty of room to spare. Now in its forty-fifth year this firm is headed by Board Chairman, Fred A. Brown, one of its founders and J. E. Tisdale, president.

Business Confidence Built on Years of Service

Old firms like old friends demonstrate their worth by dependable service through long periods of prosperity and adversity. The Dallas business pioneers listed on this page have progressed with the city they have helped to build. Their long and successful operations point up to the economic power and stability of the community. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

Established

1898 Lang's Floral
& Nursery Co.

The Southwest's Foremost Florists,
Decorators, Nursery Landscape
Service

1898 The Praetorians

Life Insurance Service

1902 Cullum &
Boren

Red Fox Athletic Uniforms
Wholesale and Retail Sporting Goods

1903 Republic Insurance
Company

Writing Fire, Tornado, Allied Lines,
Inland Marine, and Automobile
Insurance

1903 First Texas Chemi-
cal Mfg. Company

Pharmaceutical Manufacturers

1904 Burton & Wilkin

Over 100 Kinds of Insurance Sold

1905 Rubenstein &
Sons, Inc.

Gulf Princess, Ready To Fry
Breaded Shrimp
Lady Rita Shelled Pecans

1911 W. W. Overton
& Co.

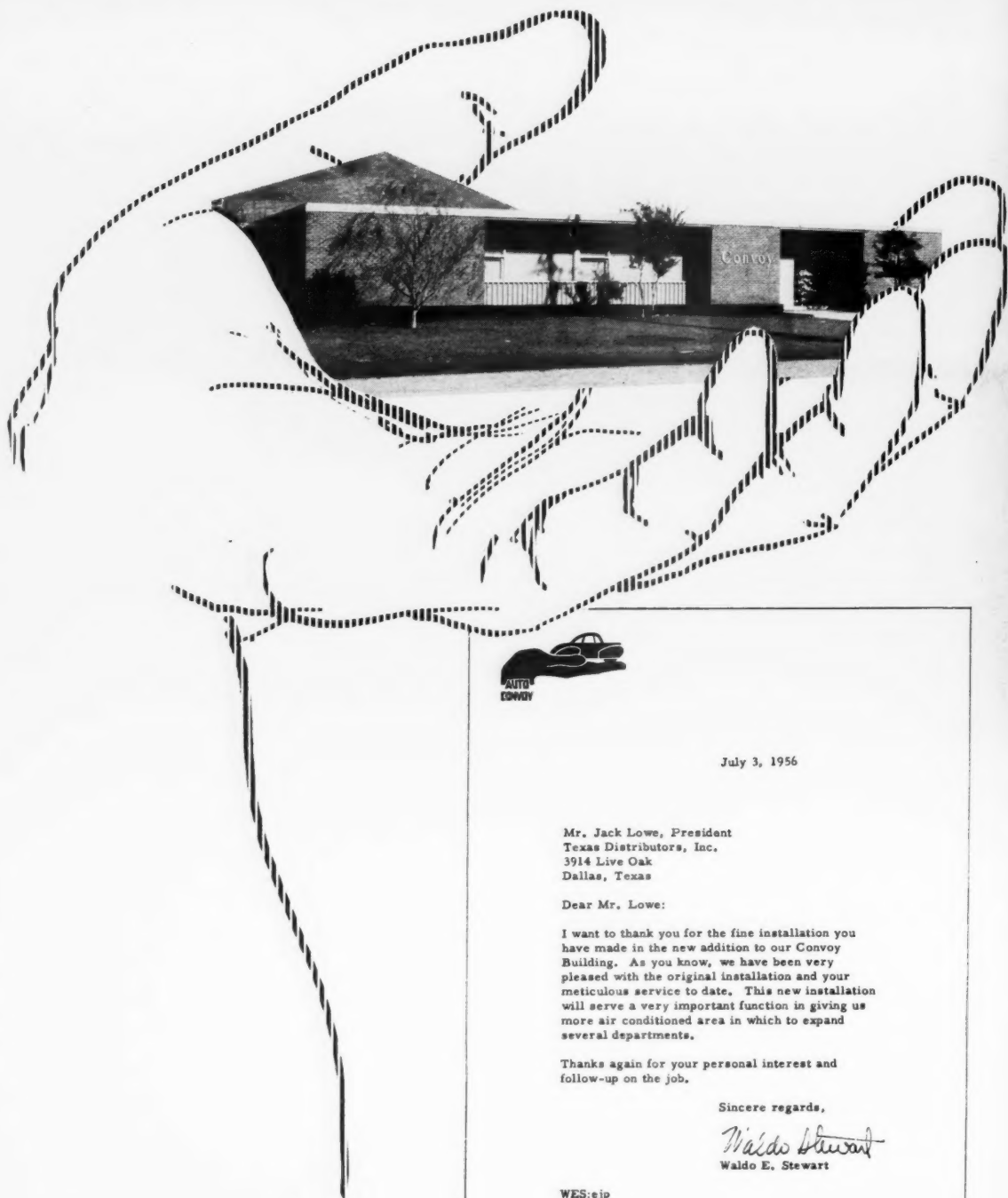
Investments

1911 Graham-Brown
Shoe Company

Manufacturing
Wholesalers

1912 Stewart Office
Supply Company

Stationers — Office Outfitters



July 3, 1956

Mr. Jack Lowe, President
Texas Distributors, Inc.
3914 Live Oak
Dallas, Texas

Dear Mr. Lowe:

I want to thank you for the fine installation you have made in the new addition to our Convoy Building. As you know, we have been very pleased with the original installation and your meticulous service to date. This new installation will serve a very important function in giving us more air conditioned area in which to expand several departments.

Thanks again for your personal interest and follow-up on the job.

Sincere regards,

Waldo E. Stewart
Waldo E. Stewart

WES:ejp

TRUCKAWAY AND DRIVEWAY • 3020 S. HASKELL AVENUE, DALLAS 22, TEXAS



**TEXAS
DISTRIBUTORS, INC.**

3914 LIVE OAK STREET DALLAS, TEXAS

Taylor 3-2194

Auto Convoy Company is another Dallas firm that has chosen G. E. Packaged equipment for year round comfort. Their choice, as have many others, rested on these basic facts . . . G. E. equipment is economical to install and operate, G. E. affords maximum flexibility, such as zone control, and Texas Distributor's reputation for top-notch planning, engineering, installation, and dependable service and maintenance.

If you are considering air conditioning for your business, call Texas Distributors, TA 3-2194, for complete information and a prompt solution to your particular problem.



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Modern floodlighting means extra selling time and extra profits for modern firms that use it efficiently. Light decorates, attracts, advertises and . . as the John Deere Plow Company has so well demonstrated here . . this kind of after-hours selling definitely speeds up the thoughtful buyer's favorable decision.

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DALLAS POWER & LIGHT COMPANY

*Yes Sir!
We Wish You a
Happy Christmas*



Mercantile National Bank

DALLAS, TEXAS

